

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appn. Serial Number: 09/877,729

Appn. Filed: 2001 Jun. 8

Prov. Filed: 2000 Jun. 8

Prov. Serial Number: 60/210,300

Applicant: Franz A. Wakefield

Title: METHOD AND SYSTEM FOR CREATING,
USING, AND MODIFYING MULTI-
FUNCTIONAL WEBSITE HOTSPOTS.

Examiner/GAU: Boris M. Pesin/2174



Miami, 2004 December 17th Fri.

AFFIDAVIT OF FRANZ ANTONIO WAKEFIELD, INVENTOR

This AFFIDAVIT is responsive to a Detailed Action (Final Action) filed on 10/06/2004; and is made pursuant to CFR 1.131.

I, Franz A. Wakefield, "Inventor" *DECLARE UNDER PENALTY OF PERJURY:*

That:

This AFFIDAVIT establishes invention of the claimed subject matter of the United States Patent Application 09/877,729 filed on June 8, 2001 which claims the benefit of provisional application Serial No. 60/210,300 filed June 8, 2000; and declares that this AFFIDAVIT

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establishes invention of the claimed subject matter prior to the effective date of the Horowitz reference (U.S. Patent 6,122,647 issued on September 19, 2000 and filed May 19, 1998) and prior to the Efrat Patent 6,570,587 B1 with provisional application filed on July 26, 1996 (issued on May 27, 2003 and filed June 25, 1997). *SEE* Tab 4 (APP3 & REC1-2 pgs. 1-2) Claims (1 – 20) are pending in this application. Claims 1 and 20 are independent claims. In the amendment filed 6/21/2004, claims 8 and 9 were amended.

That:

I am Franz A. Wakefield, INVENTOR, AND I HAVE a Bachelor of Science Degree in CHEMICAL ENGINEERING from THE UNIVERSITY OF FLORIDA, a Minor in BUSINESS ADMINISTRATION, and I am The Winner of The 1989 CONGRESSIONAL ART COMPETITION. *SEE* Tab 7 (APP6 & REC2 pgs. 1-3), *SEE* Tab 6 (APP6 & REC1 pg. 1)

That:

I am the President & Chief Product Design Engineer of COOLTvNETWORK.COM™, INC. a software and broadcasting company founded on September 22, 1999 focused on Internet Commerce, Audio, and Video Entertainment. *SEE* Tab 9 (APP6 & REC3 pgs. 1-2)

I. ClickVideoShop™ INVENTION HISTORY

That:

- **Conception and Reduction to Practice is Simultaneous:**

SEE Tab 1(APP0 & REC1 pgs.1-2); *SEE* Tab 2(APP1 & Rec1 – Rec6); *SEE* Tab 3(APP2 & Rec1 – Rec6); *SEE* TDC3000x Tab (APP5 & REC1); *SEE* Tab 6(APP6 & REC1); *SEE* Tab 7(APP6 & REC2); *SEE* Tab 9(APP7 & REC1); *SEE* Tab 10(APP8 &

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REC1 – REC3); *SEE* Tab 11(APP9 & REC1); *SEE* Tab 12 (APP10 & REC1); AND *SEE* Tab 13(APP12 & REC1)

Because of the ease of interfacing the properties of The Custom-Code written onto The Internet---“The Invention”; (“The Invention”---The Custom-Code written, that translates into (1.) color cued “video objects” which utilizes a data stream which is a part of animations within graphical schematics, that act as links to information or functionalities i.e. “Hotspots,” (2.) that the animated objects i.e. “video objects” actually worked as touch-screen links for accessing additional information and functionalities in a networked system.) It is apparent to someone skilled in the art that JAVA can be effectively used to make the transition of “The Invention” onto The Internet, a Globally Accessible Network. *SEE* Kendall v. Searles, 173 F.2d 986, 993, 81 USPQ 363, 369 (CCPA 1949) This Custom-Code was not and is not in public Dow use.

- *SEE* Tab 12(APP10 & REC1 pg.2); “Not in Public Dow Use”

“The Dow Chemical Company is a global science and technology based company that develops and manufactures a portfolio of chemical, plastic, and agricultural products and services for customers in 168 countries around the world...The company

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has 123 manufacturing sites in 32 countries and supplies more than 3,500 products. The 39,000 Dow people around the world develop solutions for society based on Dow's inherent strength in science..."

-
- SEE Tab 2(APP1 & REC4 pgs. 1-3); "Custom-Code Written"

"Email Log ...

From: Darling, Vernon (VD) vddarling@dow.com

Sent: Tuesday, December 14, 2004 12:39 PM

To: 'FranzWakefield' franzwakefield@hotmail.com

Attachment Darling__Vernon__VD_.vcf (<0.01 MB)

:

Franz,

Your e-mail below is inaccurate in relation to our discussions.

1. I remember the schematic work you did specifically for your Dow work assignment. You created schematics for the Cellulose Process Control Project.
2. The schematics involved animation schemes (the pictures moved) depending on the process state.

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3. In this work you used Dow purchased equipment and software (a Honeywell TDC3000 control system and software)
4. These schematics were used at the Cellulose Project and were in service in this Dow Plant. These are in public use at the Dow plant in question.
5. I do not remember any conversations nor do I have any knowledge relating to your stated invention of new technology. Neither do I remember you showing me anything except your normal work on your assignment for Dow..."

-
- "Lunch Discussion Regarding The Properties of The Custom-Code, To be Utilized on The Internet"

That:

I, Inventor, Franz A. Wakefield, talked about and stated that the intended functionality of the invention in the following manner:

"That the invention was to be utilized on the Internet, that it would utilize all types of communication at a point, and that there was no overlap with the Dow Chemical company."

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SEE Tab 2(APP1 & REC1 pg. 2, line 3);

“Email Log ...

From: “Darling, Vernon(VD)” vddarling@dow.com

To: franzwakefield@hotmail.com

Subject: not sending affidavit

Date: Thu, 2 Dec 2004 14:26:44 -0600

Franz,

...Also, as we discussed earlier, I really do not recall the conversation in question. I’m not saying we didn’t have it; I just can’t recall having it...”

SEE Tab1(APP0 & REC1); “Affidavit OK”

TRANSCRIPT OF DOW CHEMICAL CO. PATENT ATTORNEY

MR. MIKE GLENN (MICHIGAN-CORPORATE HEADQUARTERS)

• *PHONE MESSAGE DECEMBER 2004*

MIKE GLENN: “Mr. Wakefield, this is Mike Glenn from Dow. Based on your representation, that you made your invention on your own without the use of Dow resources, it does not appear that this is a matter that involves Dow. So, as a consequence I don’t see that there is any involvement on my part, if you had disclosed something to an individual and whether or not they can confirm that really depends on the individual. I know I spoke to your former supervisor and he told me that he does not

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recall the discussion so that makes it very difficult for him to provide an affidavit, but that's something for you to discuss with him. I will say that my experience; one of the reasons that Dow requires keeping lab notebooks that are witnessed is to provide the written record that is usually the basis for any affidavit. So, again I don't believe this matter involves Dow if there's an affidavit it has to be based on recollections of individual(s) and I'll leave that to you to pursue that as you deem appropriate. Bye."

- *I Franz A. Wakefield, Inventor, declare under penalty of perjury that the foregoing statement made by Mr. Mike Glenn is true and correct.*

SEE Tab TDC 3000x(APP5 & REC1 pg. 6, para. 3);

"Claim 1 and 20 of 09/877,729, exist to someone skilled in the art"

"Preparing, Compiling, and linking Control Language Programs (For The TDC 3000): This function allows the process engineer to use the Universal Station (i.e. The TDC 3000) to prepare, compile, and link Control Language (CL) programs. Control Language programs allow the process engineer to define custom-control action in an Application Module (CL/AM), to define sequence programs for a Process Manager (CL/PM), Advanced Process Manager (CL/APM), High Performance Process Manager (CL/HPM), and Multifunction Controller (CL/MC), and to define

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custom data segments for the Application and Computing Modules.” *SEE* Tab 11(APP9 & REC1 pg.2) Conception and Reduction to Practice is simultaneous because the TDC 3000 operates similarly to The Internet as a means of communicating with and through a network of computers. *SEE* Tab5(APP4 & REC1 pg1. 1964, 1965, 1971 excerpts) The ease and simplicity of re-engineering the invention Animated Video objects, i.e. “Hotspots” so that it can be utilized on a globally accessible network such as The World Wide Web for interaction with and through video, audio, and digital media by utilizing a mode control bar & “Multi-functional HotspotsTM” within digital media to control and use Grid-Networks for communication, commerce, & efficient process flow, as to achieve ambidextrous organizations on globally accessible networks such as WWW, would be well received & IS OBVIOUS TO SOMEONE SKILLED IN THE ART. *SEE* Asahi/America Inc., ****>68F. 3d 442, 37 USPQ 2d 1204, 1206 <** (Fed. Cir 1995); *SEE* Citing Newkirk v. ***> Lulejian <, 825 F. 2d 1581, 3 USPQ 2d 1793 (fed. Cir. 1987);** *SEE* Sachs v. Wadsworth, 48 F. 2d 928, 929, 9 USPQ 252, 253 (CCPA 1931).

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SEE Tab TDC3000x(APP5 & REC1 pgs. 1-9)

“Claims 1 & 20 of 09/877,729 exist to someone skilled in the art”

TDC 3000x

- Page 1, column 2, para. 2

“Universal Station Specification and Technical Data...

Perhaps the most powerful of all operating displays are the Custom Graphic Displays [], which are designed by the user and, therefore, can be based on concepts and practices that are unique to the user’s plant. They can contain graphic, textual, behavioral, and trend information and represent a whole area, a unit, or single point. Graphics can be linked to many of the standard process displays and can themselves have targets that allow cursor selection of other graphics or standard displays. They can be used to make changes in process parameters, they can be used for control, and alarms can be displayed in a variety of ways. Because they can be stored on History Modules, cartridge disks, and floppy disks as well as in Universal Station memory, the total number of Graphic Displays that are available to the operator can be virtually unlimited. In addition, Graphic Displays can be duplicated on separate HMs, providing disk redundancy for critical displays.

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Page 2, para. 1

Graphic displays can be built so that the operator can monitor and manipulate the process directly from them. Both continuous and discontinuous processes can be

managed from graphic displays. Basically, any data point parameter or sequence can be monitored and manipulated from any graphic display. Graphic behaviors such as blinking, color changes, bar graphs, appearance of subpictures, and numeric values can be controlled by parameters of data points. Additionally, process alarms can be acknowledged from graphic displays. The ability to bring another live display into a designated area within an existing graphic display is another convenient feature available for use on graphic displays...

Page 3, column 3, para. 2 and 3

TDC 3000x System Displays

The system displays show the assignments and status of the modules on the LCN and the process-connected devices on the UCNs and Data Hiways and provide the means to define and change assignments or change the status. The System Status Display [] is called up by pressing the SYST STATS key. Most other TDC 3000x System Displays can be accessed through targets on this display.

System Status Display

The System Status Display provides detailed status information for each node on the LCN. In addition, the display provides an easy method of loading any combination

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of LCN nodes as well as loading a preconfigured list of nodes....

Page 5; column 1, para. 2: column 2, para. 2 and para. 3

- **Polygons**—Realistic representations of plant equipment such as valves, pumps, and vessels can be constructed. Both filled and wire-frame polygons are supported...
- **Behavior of Display Objects**---The color, blinking, and intensity of objects in the display can be controlled, based on the value of the process variable. This allows abnormal conditions in the process to be represented by a corresponding change in a graphic display. For example, a blinking red pump might represent an alarm on that piece of equipment.
- **Subpictures**---Once a picture has been built, it can be added to any other picture as a subpicture. Thus the process engineer can construct an image of an object such as a pump or valve only one time and quickly add it to a picture. The subpicture can be added to a picture, or many pictures as required...The subpicture can be added with its behavior intact, or the process engineer can choose that the subpicture has the same behavior of the picture to which it is added...

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Page 6, column 1: para. 2

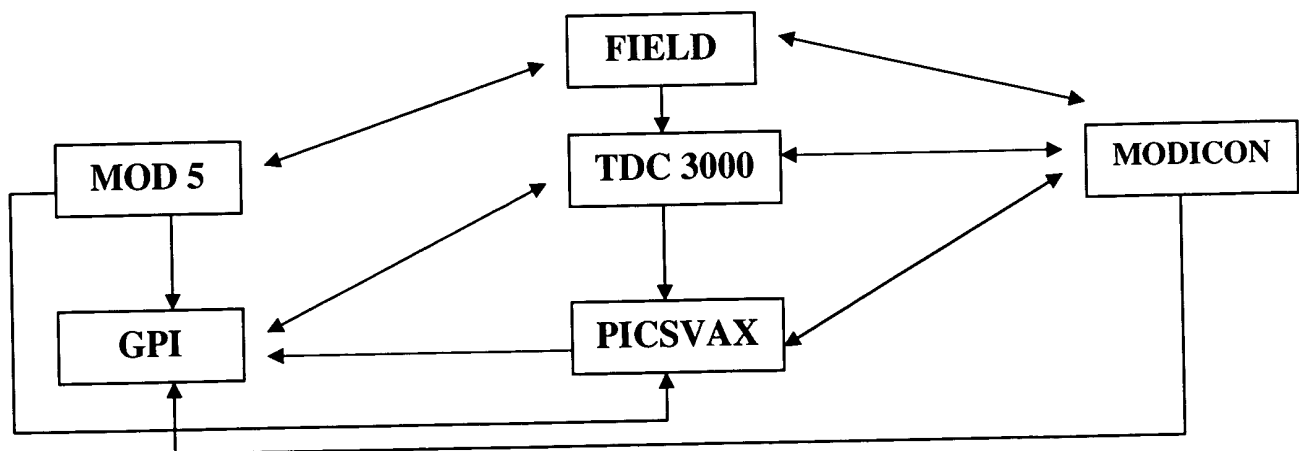
- Interactive Displays---The touch-target capability of the Universal Station allows the process engineer to create pushbutton keys by drawing them as touch targets on a display. These serve as function keys that call up related displays and allow changes to process variables...

Page 9, column 3: para. 2

Network Extenders

The Universal Station accommodates a Local Control Network Extender (LCNE) or a Local Control Network Fiber Link (LCNFL). These devices are for use with fiber optic cables, and are described in the Local Control Network Specification and Technical Data.”

SEE Tab11(APP9 & REC1 pg.2), SEE Tab10(APP8 & REC1);
Dow Cellulose Process Control (a Networked Computer System):



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vid-eo \’vi-dē-,ō\ adj (1938) 1: being, relating to, or used in the transmission or reception of the television image < ~ channel > --- compare audio 2: being, relating to, or involving images on a television screen or computer display <~ terminal> page 1316

Meriam-Webster’s Collegiate Dictionary TENTH EDITION
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SEE Tab3(APP2 & REC1 pgs. 1-5; REC2); SEE Tab2(APP1 & REC6)

AFFIDAVIT OF MR. STEPHEN A. BENEDICT

I, Stephen A. Benedict, DECLARE UNDER PENALTY OF PERJURY THAT:

1. I am Stephen A. Benedict, and I have a BS in Electrical Engineering from Florida A&M University, a MSE in Computer Science and Engineering from the University of Michigan, and an MBA from Harvard Business School. I was employed by Apple Computer from 1998 to 2002, where I held a number of software engineering and technical leadership roles.
2. On or after approximately October 20, 1999, I created a software prototype after a conversation with Franz A. Wakefield. This prototype was a proof of concept to illustrate the ideas expressed during the conversation with Mr. Wakefield.
3. The proof of concept was written in the Java programming language. The proof of concept conveyed the experience of illuminated “hot spots” by

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compositing pastel-colored polygons onto a video during playback at a specified time for a specified interval, as shown below:

```
public class HotSpot extends TimerTask
{
    Movie                movie;
    boolean              isActive = false;
    boolean              isVisible = false;
    Rectangle            rect;
    int                  start = 0, duration = 0;
    java.util.Timer      startTimer = new java.util.Timer();
    java.util.Timer      endTimer = new java.util.Timer();
    TwoDSprite           hotSpot;
    Compositor           compositor;

    HotSpot( Movie m, Rectangle r, int s, int d, Compositor c ) throws Exception
    {
        super();
        movie = m;
        rect = r;
        start = s;
        duration = d;
        compositor = c;

        File img = QTFactory.findAbsolutePath ("box.tif");

        GraphicsImporterDrawer gid = new GraphicsImporterDrawer (new QTFile(img));

        QDRect rect = new QDRect (
            gid.getDescription().getWidth(),
            gid.getDescription().getHeight());

        ImageSpec imageSpec = ImageUtil.makeTransparent (
            gid,
            QDColor.blue,
            new QDGraphics (QDGraphics.kDefaultPixelFormat, rect));

        Matrix matrix3 = new Matrix();

        matrix3.setTx(r.x);
        matrix3.setTy(r.y);

        hotSpot = new TwoDSprite(
            imageSpec,
            matrix3,
            true,
            8,
            new GraphicsMode (QDConstants.blend, QDColor.cyan));
    }

    public void activate()
    {
        startTimer.schedule( (TimerTask)this, start, 10 );
    }
}
```

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```

public void run()
{
try
{
    TimeRecord      tr;
    float           currentTime = 0;

    isActive = true;

    if ( !isVisible )
    {
        setVisible( true );
    }

    tr = movie.getTRTime();

    currentTime = ((float)movie.getTime() / (float)tr.getScale()) * 1000;

    if ((float)currentTime >= start + duration )
    {
        isActive = false;

        setVisible( false );

        startTimer.cancel();
    }
}
catch (Exception e)
{
}

public void setVisible( boolean setVisible ) throws Exception
{
    if ( setVisible )
        compositor.addMember(hotSpot,1);
    else
        compositor.removeMember(hotSpot);

    isVisible = setVisible;
}
}

```

4. The proof of concept could perform actions based on the user's action. For example, clicking a "hot spot" could launch a web browser with a predefined URL.
5. The proof of concept demonstrated that this functionality could be extended to format the URL or perform another action based on the invocation context (single click, double click, right click, etc.). As a result, the "hot spot" appeared as "multifunctional" to the user.

It should be obvious to someone skilled in the art that the above stated citations and facts proves, that the claims (1-20) of the application 09/877,729 of the Invention CVSSW™ was Conceived and Reduced to Practice on April 30, 1996.

That:

April 30, 1996 is the solidified date of conception and reduction to practice of The CLICKVIDEOSHOP™ software (CVSSW™). SEE Tab11(APP9 & REC1 pg. 6) During a Co-Op Engineering work experience at The Dow Chemical Co. in Plaquemine, Louisiana I invented The ClickVideoShop™ software (CVSSW™). The date of conception can be sworn to February 1996 based on a series of accomplishments and discoveries while working to integrate the new computer system (The TDC 3000) into the existing process control system at The Methoxy Cellulose Production Plant. SEE Tab9(APP7 & REC1 pgs. 1-3); SEE Tab10(APP8 & REC1 pgs. 1-3) The TDC 3000 is not a DOW proprietary control system, and has its own unique programming language. SEE TDC3000x Tab(APP5 & REC1 : “Total Plant”)

Maximizing system network control by depicting motion and color change of critical plant equipment, (i.e. animated objects based on field data, such as the animation of rotors in tanks, or seats in reactors changing position; this is and was different from the usual “blink” graphic representation, which only exemplified 1 or 0 data in a visual format) SEE Tab11(APP9 & REC1 pg. 6 : “Box Summary”); SEE TDC3000x Tab(APP5 & REC1 pg. 2: para. 2 and pg. 5: column 2 para. 2) processes (i.e. tanks filling) and equipment parts changing position, through programming The TDC 3000 to depict these more ergonomic and hazard prevention visual effects for

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operators by processing raw field data & then displaying it through an interactive touch-screen graphical schematic, improved operator efficiency in critical production periods (operators usually work 12 hour shifts). *SEE* Tab10(APP8 & REC1 pg. 1) No other control system at The Dow Chemical Co. was being programmed to be utilized in this manner nor had the capability to complete such programming operations. This created more efficient and effective control of critical chemical production processes. *SEE* Tab11(APP9 & REC1 Pgs. 6, 7) This was the conception and reduction to practice of The CLICKVIDEOSHOP™ software (CVSSW™) invention. *SEE* Kendall v. Searles, 173 F.2d 986, 993, 81 USPQ 363, 369 (CCPA 1949) The inventions' intended functionality is and was centered on interacting with and through video, audio, and digital media by utilizing a mode control bar & "Multi-functional Hotspots™" within digital media, to control and use Grid-Networks, for communication, commerce, & efficient process flow to achieve ambidextrous organizations on globally accessible networks, such as WWW. *SEE* Tab11(APP9 & REC1 Pgs. 6, 7), and *SEE* Tab2(APP1 & REC3 pg. 1, para. 2)

SEE Tab2(APP1 & REC3 pg. 1, para. 2)

"...devices may be reengineered by third parties, which will NOT be deemed infringers if those devices perform equivalent processes differently."

Harvard Business Review; Dec. 2004 pg.74,

"How Market Smarts Can Protect Property Rights"

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That:

From the date of conception and reduction to practice, to August 1999 I did not directly communicate the invention to anyone SEE Tab 2(APP1 & REC1 pg. 2); SEE Tab3(APP2 & REC3 pgs. 1-2); SEE Tab3(APP2 & REC4 pgs. 1-3); SEE Tab3(APP2 & REC5 - 6) even though my manager, and the operators at The Methoxy Cellulose Plant knew that there was a novel change in identifying operability and functionality of the critical processes at the plant through the system integration that I completed during my Co-Operative experience with the company. SEE Tab10(APP8 & REC1 pgs. 1- 5); SEE Tab11(APP9 & REC1) I realized that it was a phenomenal sequence of accomplishments, and my manager realized the same and exemplified the same with a “far exceeds” final review of my work. SEE Tab10(APP8 & REC1 pgs. 1- 3) On or about March 15, 1996, I discussed an invention, now called The ClickVideoShop™ Software (CVSSW™) at a lunch meeting with my manager Vernon Darling, at the time a Process Control Specialist. In that meeting I expressed my intentions to use “The Invention,” (as defined on page 4 of this AFFIDAVIT), that I created; which is & was using animated color cued objects as ‘links’ to other information and functionalities. I, Inventor, talked about and stated the intended functionality of the invention as the following:

That the invention was “BIG,” that I intended to use it via the Internet, that it would utilize all types of communication at a point, and that there was no overlap with the Dow Chemical company. SEE Tab2(APP1 & REC1 pg.2); SEE Tab1(APP0 & REC1 pgs. 1- 2)

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That:

Diligence:

From Conception (February 1996) to Reduction to Practice in April 30, 1996 there was sufficient diligence in creating viable code for graphical schematics with animated "Hotspots." *SEE* Christie v. Seybold 1893 C.D. 515, 64 O.G. 1650 (6th Cir. 1893), and *SEE* Tab2(APP1 & REC4 pgs. 1 -2) From April 30, 1996 to the filing date of the provisional application (June 8, 2000) my main goal was confidentiality, raising money, actively building, while simultaneously dedicated to pursuing provisional and patent protection. This diligence to have the most intellectual property protection for CVSSW™ and for developing a proof of concept, prototypes, and the initial product for mainstream marketing & distribution had to be done as time permitted because Inventor was a full time student working to obtain a Bachelor of Science degree in Chemical Engineering and a minor in Business Administration taking the relevant curriculum as a fulltime student or through Co-Operative/Intern experiences; *SEE* Tab7(APP6 & REC2 pgs. 1 - 3); *SEE* "DILIGENCE" Tab(APP15 & REC1 – REC6); *SEE* "DILIGENCE" Tab(APP16 & REC1 -4); *SEE* "DILIGENCE" Tab(APP17 & REC1), *SEE* Automatic Weighing Mach. Co. v. Pneumatic Scale Corp., 166 F. 2d 288, 1909 C. D. 498, 139 O.G. 991(1st Circle 1909) and had not secured the capital nor JAVA training necessary for the effective scaling and transition of "The Invention" onto the Internet. It was not until July of 1999, when Inventor was able to devote larger portions of time to implementing the development of the invention for viable use via The Internet. *SEE* Tab7(APP6 & REC2 pgs. 2- 3); *SEE* "DILIGENCE" Tab(APP15 & REC5 pgs. 9 – 12); *SEE* Tab3(APP2 & REC1 pgs. 1 – 5); *SEE* Tab3(APP2 & REC3 pgs. 1 -2)

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- **SEE “DILIGENCE” Tab(APP15 & REC5 pgs. 9 - 11); SEE Tab7(APP6 & REC2 pgs. 1 – 3)**

Itemized below:

Graduation from the University of Florida on December 18, 1999; started work at Cordis NeuroVascular Inc. (a Johnson & Johnson co.) on January 10, 2000

Aug. 99 – Dec. 99	Research Fellow, The University of Florida Molecular Association in Micelles, Liquid Crystals and Microemulsions And <u>Carried Eight (8)</u> credits as a Chemical Engineering Senior at The University of Florida	Gainesville, FL
May 99 – Aug 99	<u>Carried Nine (9)</u> credits as a Chemical Engineering Senior at UF	
Jan. 99 – May 99	Full Time Chemical Engineering Student at U.F. carrying 15 credits	
Aug. 98 – Dec. 98	Full Time Chemical Engineering Student at U.F. carrying 12 credits	
May 98 – Aug. 98	Full Time Employee, Intern, Cardiology dept. of Cordis Corporation (a Johnson & Johnson co.) Patent disclosure: Implementation of automated UV adhesive procedure	Miami, FL
Jan. 98 – May 98	Full Time Chemical Engineering Student at The University of Florida carrying 13 credits	
Aug. 97 – Dec 97	Full Time Chemical Engineering student at The University of Florida carrying 13 credits	
May 97 – Aug. 97	Ronald E. McNair Research Fellow Pressure drop studies through Multi-dispersed Spherical Particles in Packed Columns	University of Florida
Jan. 97 – May 97	Co-Op Engineer, Dow Chemical co. Chlor – Alkali Plant: Optimizing water recirculation discrepancies, and Plant troubleshooting	Freeport, TX
Aug. 96 – Dec. 96	Full Time Chemical Engineering student at The University of Florida carrying 15 credits	
May 96 – Aug. 96	Intern, Kraft Food Co. Extra Creamy COOLWhip® Process Optimization, Product Reformulation, And Consumer Analysis Studies Patent disclosure: Implementation of a protein complexing derivative	Chicago, IL
Jan 96 – May 96	Co-Op Engineer, Dow Chemical co. Methoxy Cellulose Plant: Configuration of TDC 3000 operating interface to integrate with existing control system; for maximizing production , and operator's needs for efficient process control	Plaquemine, LA

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While I initially decided that it would be best to have an internet entertainment portal, and created graphical representations of the software logic and artistic renditions of the “look and feel,” of how the user would interface with the software module. *SEE* Tab14(APP11 & REC1 pgs. 1- 22); *SEE* Tab13(APP12 & REC1 pgs. 1 – 3) Inventor on or about July of 1999 met with an attorney Bruce Brashear to start the process of securing intellectual property rights. *SEE* “DILIGENCE” Tab & Tab18(APP16 & REC3A pg. 20) Mr. Brashear after a presentation where inventor spoke about the invention in the context of an entertainment “channel” COOLCOMMERCIALS.COM™, an archive of entertaining Tv commercials that would utilize the ClickVideoShop™ software; *SEE* Tab14(APP11 & REC1 pgs. 1- 22) referred Inventor to Saliwanchik, Lloyd & Saliwanchik (“SLS”). *SEE* “DILIGENCE” Tab & Tab18(APP16 & REC3A pg. 20) The process of patenting the software (describing the invention in detailed descriptions, flowcharts, via business plan, & communication letters...etc.) continued with “SLS” until March 6, 2000 *SEE* (“DILIGENCE” Tab) when the attorney who Inventor was working with Mrs. Christine Q. McLeod stated:

- *SEE* “DILIGENCE” Tab & Tab18(APP16 & REC3 pg. 0B)
“Attorney-Diligence/Engineering-Diligence”

“Dear Franz:

Further to my telephone message of today, we have recently
Discovered that our firm may have a conflict of interest with
A former client of our firm with respect to your particular
technology. Therefore, after careful consideration, we have
determined that we must decline representation in this matter.

We heartily encourage you, and in fact urge you, to consult other legal counsel of your choice. Attached is a list of just a few software patent attorneys in South Florida who may be able to assist you. We will return to you under separate cover all original documents which you have provided us and will destroy any of our own internal work product. Please understand that our determination of non-representation is solely based upon ethical considerations imposed upon us by the Bar and is not indicative of the patentability of your technology...”

In that same week (March 2000) Inventor was able to solidify a price range for representation, *SEE* “DILIGENCE” Tab & Tab18(APP16 & REC3 pg. 0B, 0C) started the process of orienting the patent attorney on the technology, and started the patenting process (provisional patent protection). *SEE* “DILIGENCE” Tab & Tab19(APP17 & REC1 pgs. 1 - 49)

Thus, as Per:

2138.06 “Reasonable Diligence”

“The diligence of 35 U.S.C. 102 (g) relates to reasonable ‘attorney-diligence’ and ‘engineering-diligence’ (Keizer v. Bradeley, 270 F. 2d 396, 397, 123 USPQ 215, 216 (CCPA 1959)), which does not require that ‘an inventor or his attorney drop all other work and concentrate on the particular invention involved. (Emery v. Ronden, 188 USPQ 264, 268 (Bd. Pat. Inter. 1974)”

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Reduction To Practice—Internet Prototype Utilizing JAVA

On or about October 20, 1999, Stephen A. Benedict, an independent contractor & future CTO of COOLTVNETWORK.COM™, Inc. created a JAVA Proof of Concept (i.e. Prototype) and verified INTERNET feasibility of The ClickVideoShop™ software (CVSSW™). *SEE* Tab3(APP2 & REC1 pgs. 1 - 5); *SEE* Tab3(APP2 & REC2 pgs. 1 - 2) On February 18, 2000 I, Inventor, filed a “Disclosure Document Deposit...” of the title of the software invention (CLICKVIDEOSHOP™) and paid the fee pursuant to (37 CFR 1.21(c)). *SEE* Tab15(APP13 & REC1 pgs. 1 - 2) I decided not to send a detailed description (written description and drawings) of the invention with the “Disclosure Document Deposit Request,” so that I could maintain the highest confidentiality.

Reduction To Practice---Constructive/Filing Applications

Consequently on June 8, 2000 the provisional patent application was filed with the USPTO, followed by the filing of the Utility Patent Application, and the PCT (International) Application on June 8, 2001 with the USPTO and the PCT office respectively.

APPN: 09/877,729 (WAKEFIELD) GAU 2174

Copyrighted 1999 ©

SEE "DILIGENCE" Tab & Tab18(APP16 & REC4 pg. 12)

- COOLTVNETWORK.COM™ Business Plan

"Video

COOLTVNetwork.com™ realizes that the bandwidth bottleneck will be opened, and there will be a convergence of television and computer. "I don't think a lot of people on the consumer level know how much change is about to hit them, especially when it comes to Tv viewing."-David Ostmo, director of operations from KABB-TV (Warner Bros. Affiliate.) By 2006, television as we know it will change forever. That year is the deadline set by the U.S. Federal Communications Commission (FCC) for all television stations nationwide to switch over to a new digital broadcasting technology. COOLTVNetwork.com™ is strategically entering the audio/video and e-tailing market, focusing on music, sports, cartoons, and commercials to build a stable of brand capital and a loyal consumer following. COOLTVNetwork.com™ will actively build a consumer base within the bandwidth limitations, to effectively position itself for the evolution of Internet technology, and the eminent movie on demand market. COOLTVNetwork.com™ at every stage will perpetuate the quintessence of 'eCOOL!™' combining interactivity, technology, e-tailing, and entertainment to provide the Net's most reliable audio/video with retail experience.

COOLTVNetwork.com™ will use the convergence of audio, video, and retailing to engage consumers psychologically on a more profound level than most websites. The company will create, for the consumer, an 'eCOOL!™' Internet City, which will be a virtual entertainment & retailing toy-box filled with an exhaustive repertoire of audio and interactive video. With 'Post It Corners™,' 'Forum

APPN: 09/877,729 (WAKEFIELD) GAU 2174

Lounges,' 'CLICKVideoShopping™,' And 'Video Time Capsules™' of favorite artists and athletes, COOLTVNetwork™ will embody the essence of eCOOL!™"

SEE "CTv Tech." Tab & Tab22(APP18 & REC3 pg. 8),
"Converging Technology, Forecast Correct"

"Samsung Puts Hard Drive in a Mobile [Phone]

September 07, 2004, 09:35 BST

The 'world's first' mobile phone with a built-in hard drive has been unveiled. Would it push the iPod out of your pocket?

The convergence of mobile phones and other portable Devices shuffled another step forward on Monday when Samsung launched a handset that contained a 1.5 GB hard drive with a one-inch diameter.

Samsung has claimed that the SPH-V5400, which was launched in Japan, is the first mobile phone to include a hard drive. Users will be able to store a wide range of different media types on it, including digital music files and photos...etc"

AppN: 09/877,729 (WAKEFIELD) GAU 2174

SEE “CTv Tech.” Tab & Tab22(APP18 & REC3 pg. 2),

“Video Coming to Mobile Phones

6/28/04 12:15 PM PT

**In the United States, video messaging got started in
March 2003 with T-Mobile. The company now offers
Two phones capable of shooting 10-second video clips...**

**‘In the future, everybody will be famous for 15 minutes,’
goes the legendary quote from 1960s artist and self-
promoter Andy Warhol...**

and SEE “CTv Tech.” Tab & Tab22(APP18 & REC4 pg. 2, para. 2)

**“Vodafone introduces Vodafone live!™ enhanced with
3G in Europe**

[May 4, 2004]

**...Vodafone live!™, the industry-leading, multi-media
consumer service, will be enhanced by 3G technology in
a series of phases. This will bring consumers improved
quality, sound, pictures and videos, as well as increased
speed when downloading games and ringtones. They will
also be able to access a select range of new services such
as video calling, video downloads (sports, news, music and
general entertainment) and the streaming of live events to
their handset, as well as existing services such as video
messaging...**

Appn: 09/877,729 (WAKEFIELD) GAU 2174

SEE "CTv Tech." Tab & Tab22(APP & REC # pg.)

**"A mini cinema in your pocket: more video clip fun from
Vodafone**

[January 9, 2004]

**The popularity of the mobile phone as a 'pocket cinema'
is growing by leaps and bounds, with more and more
people using their handsets to find out the latest soccer
scores, to keep up to date with news from all over the
world, or simply to enjoy a cartoon film..."**

SEE "CTv Tech" Tab & Tab20 (APP18 & REC1 pgs. 1- 6)

"CTv Presentation Text © 1999 - 2001"

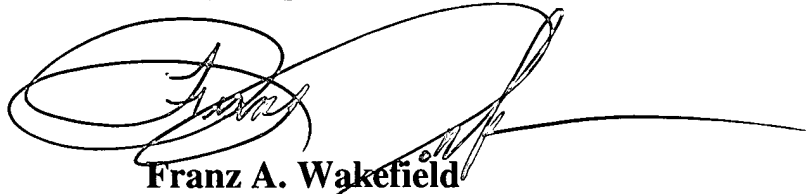
That:

I understand that willful false statements and the like are punishable by fine or imprisonment, or both (18 U.S.C. 1001) and may jeopardize the validity of the application or any patent issuing thereon. All statements made in this declaration are of my own knowledge and are true and believed to be true. Pursuant to the facts that accompany and form a part of this AFFIDAVIT, The 1999 American Inventors Protection Act, 37 CFR 1.131, 1.132, and MPEP 2136.05, Applicant/Inventor respectfully requests the approval of swearing behind the relevant prior art referenced in the Detailed Office Action and the traversing of the rejections/objections (102(e) and 103(a)) of the claims in the 09/877,729 application; in order that the undersigned can place this application in allowable

Appn: 09/877,729 (WAKEFIELD) GAU 2174

condition as soon as possible and without the need for further proceedings.
Attached are the evidentiary materials that support this declaration.

Very respectfully,



Franz A. Wakefield

-----Applicant Pro Se-----

COOLTvNETWORK.COM™, Inc.

INTERNET AUDIO-VIDEO ENTERTAINMENT

17731 North West 14th Court

Miami, Florida 33169

Tel. (305) + 624 – 3282

Appn: 09/877,729 (WAKEFIELD) GAU 2174.

“GET eCOOL!”™

NOTARIZED: (AFFIDAVIT of Franz A. Wakefield, INVENTOR).

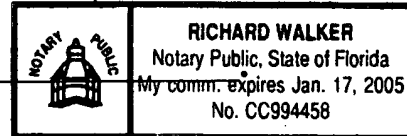
STATE OF FLORIDA COUNTY OF BROWARD

THE FOREGOING INSTRUMENT WAS ACKNOWLEDGED
BEFORE ME BY FRANZ A. WAKEFIELD, WHO IS PERSONALLY
KNOWN TO ME OR HAS PRODUCED A FLORIDA DRIVER'S
LICENSE AS IDENTIFICATION AND WHO DID OR DID NOT
TAKE AN OATH. WITNESS MY HAND AND OFFICIAL SEAL ON

NOTARY PUBLIC

STATE OF FLORIDA

MY COMMISSION EXPIRES: _____



Attachments: APPENDIX & EVIDENTIARY DOCUMENTS (RECORD)

Appn: 09/877,729 (WAKEFIELD) GAU 2174

APPENDIX

1. Dow Patent Attorney Testimony.....	APP0 & REC1
Taped message.....	Exhibit 1
2. Email Log.....	APP1 & Rec1- Rec6
3. Affidavit Testimony/Sup Docs.....	APP2 & Rec1 – Rec6
4. Prior Art.....	APP3 & Rec1 – Rec2
5. Technology History.....	APP4 & Rec1
6. TDC 3000x Manual.....	APP5 & Rec1
7. AWARD.....	APP6 & Rec1
8. Transcript.....	APP6 & Rec2
9. Corporate Documents.....	APP6 & Rec3
10. Journal Entry.....	APP7 & Rec1
11. Recommendations/Evaluations.....	APP8 & Rec1 – Rec3
12. Reduction to Practice Presentation.....	APP9 & Rec1
13. Dow Size Web page.....	APP10 & Rec1
14. Artistic Representations.....	APP 12 & Rec1
15. Entertainment Portal/Presentation.....	APP11 & Rec1
16. Disclosure Document Deposit Receipt.....	APP13 & Rec1
17. Build Strategy (Disney Letter).....	APP14 & Rec1
18. Diligence Notarization Proof.....	APP15 & Rec1 – Rec 6

- 19. Diligence (Attorney/Engineer-Diligence).....APP16 & Rec1 – Rec4**
- 20. Diligence (Attorney/Engineer-Diligence).....APP17 & Rec1**
- 21. CTv Pres. Text/Technology Convergence.....APP18 & Rec1 – Rec4**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appn. Serial Number: 09/877,729

Appn. Filed: 2001 Jun. 8

Prov. Filed: 2000 Jun. 8

Prov. Serial Number: 60/210,300

Applicant: Franz A. Wakefield

Title: METHOD AND SYSTEM FOR CREATING,
USING, AND MODIFYING MULTI-
FUNCTIONAL WEBSITE HOTSPOTS.

Examiner/GAU: Boris M. Pesin/2174



Miami, 2005 January 4th Tuesday

TRANSCRIPT OF DOW CHEMICAL CO. PATENT ATTORNEY

MR. MIKE GLENN (MICHIGAN-CORPORATE HEADQUARTERS)

- PHONE MESSAGE DECEMBER 2004

MIKE GLENN: Mr. Wakefield, this is Mike Glenn from Dow. Based on your representation, that you made your invention on your own without the use of Dow resources, it does not appear that this is a matter that involves Dow. So, as a consequence I don't see that there is any involvement on my part, if you had disclosed something to an individual and whether or not they can confirm that really depends on the individual. I know I spoke to your former supervisor and he told me

APPN: 09/877,729 (WAKEFIELD) GAU 2174

that he does not recall the discussion so that makes it very difficult for him to provide an affidavit, but that's something for you to discuss with him. I will say that my experience; one of the reasons that Dow requires keeping lab notebooks that are witnessed is to provide the written record that is usually the basis for any affidavit. So, again I don't believe this matter involves Dow if there's an affidavit it has to be based on recollections of individual(s) and I'll leave that to you to pursue that as you deem appropriate. Bye.

- *I Franz A. Wakefield, Inventor, declare under penalty of perjury that the foregoing statement made by Mr. Mike Glenn is true and correct.*

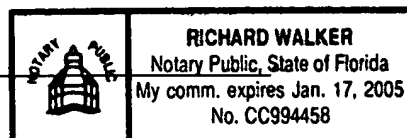
NOTARIZED: (Phone Transcript taken by Franz A. Wakefield).

STATE OF FLORIDA COUNTY OF Broward
THE FOREGOING INSTRUMENT WAS ACKNOWLEDGED
BEFORE ME BY FRANZ A. WAKEFIELD. WHO IS PERSONALLY
KNOWN TO ME OR HAS PRODUCED A FLORIDA DRIVER'S
LICENSE AS IDENTIFICATION AND WHO DID OR DID NOT
TAKE AN OATH. WITNESS MY HAND AND OFFICIAL SEAL ON

NOTARY PUBLIC

STATE OF FLORIDA

MY COMMISSION EXPIRES:




Attachments: Tape recording of Dow Patent Attorney Mr. Mike Glenn

APPN: 09/877,729 (WAKEFIELD) GAU 2174

EMAIL LOG

From : Darling, Vernon (VD) <vddarling@dow.com>
Sent : Thursday, December 2, 2004 2:52 PM
To : franzwakefield@hotmail.com
Subject : Timeline for response??

△ | ♥ | ✕ |  Inbox

📎 Attachment : Darling, Vernon(VD).vcf (< 0.01 MB)

Franz,
I apologize for the delay on your patent request feedback.

However, I have had no success connecting with a Dow lawyer on this item. I will wait until Dow legal gives me instructions on how to proceed on this matter. Understandably they don't have a vested interest in this matter and I'm sure that it is at the very bottom of the priority list.

So, I hope that I can resolve this matter soon with Dow Legal. However, based on other legal work my group is currently involved in, I anticipate being instructed to limit my involvement based on potential Dow liability, etc.

I'll keep pushing on your behalf, but I may have to drop this entire matter if the lawyers don't get back to me with a response. This said, I'm still waiting to hear. If I had to guess about a timeline, I wouldn't plan on getting this before the end of the year. Next, I would say there is a less than 50% chance that any of the lawyers will recommend that I send your requested feedback.

Regards,

Vernon Darling

Vernon Darling

Process Automation Leader	Bldg 6650, PO150
EOEG Technology Center	Plaquemine, LA 70765
The Dow Chemical Company	ph.225.353.4337 fax.225.353.2254

AppN : 09/877,729 (wakefield) EAU 2174 1 cF2

APP1 & REC1

>From: "Darling, Vernon (VD)" <vddarling@dow.com>

>To: franzwakefield@hotmail.com

>Subject: not sending affidavit

>Date: Thu, 2 Dec 2004 14:26:44 -0600

>

>Franz,

>

>I just received a phone call from Dow Legal and discussed the matter at length with one
>of our lawyers. As I suspected, I was instructed NOT to give the requested feedback.

>Also, as we discussed earlier, I really do not recall the conversation in question. I'm not
>saying we didn't have it; I just can't recall having it. I regret not being able to meet

>your request. Good luck with this and sorry I couldn't be of help.

>

>

>

>

>

>Regards,

> Vernon Darling

>Vernon Darling

>

>Process Automation Leader

Bldg 6650, PO150

>EOEG Technology Center

Plaquemine, LA 70765

>The Dow Chemical Company

ph.225.353.4337 fax.225.353.2254

>

>

>

>

><< Darling,Vernon(VD).vcf >>

3

Appn : 09/877,729 (Wakefield) GAU 2174 2 of 2

vddarling@dow.com

RE: not sending affidavit

December 2, 2004

Sent at 4: 24 P.M.

Vernon, I requested an affidavit could you instead send a note to the facts that I wanted you to attest to, it could be via email if you like, but a short letter would also be fine. For example that I created a "video" utilizing the data stream and graphic representations within graphical schematics, and that the animated objects actually worked as touch-screen links for accessing additional information; and it was not in Dow public use.

Thank You In Advance,

Franz A. Wakefield
President & Chief Product Design Engineer
COOLTVNETWORK.COM, INC.
17731 North West 14th Court
Miami, Florida 33169
FranzWakefield@hotmail.com
Tele: (305) + 624.3282

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APP1 & REC2

Appn: 09/877,729 (Wakefield) GAU 2174 1 DF 1

EMAIL LOG

vddarling@dow.com

CVSSW (URGENT)***

December 3, 2004

Sent 9: 59 A.M.

Vernon,

I know that you may feel a bit uncomfortable, but the fact of the matter is that I did not break any laws. It is generally known in the industry that

"...devices may be reengineered by third parties, which will NOT be deemed infringers if those devices perform equivalent processes differently."
Harvard Business Review; Dec. 2004 pg. 74, "How Market Smarts Can Protect Property Rights"

2

I need your testimony for the performance of justice, this invention can and will have a major impact on the economy and science. If you still feel uncomfortable after reading this email; then I would LIKE to talk to the DOW attorney that gave you such advise.

Again it is generally known that in the prosecution of a case discovery can be sought of information within business records...etc. Florida Evidence Code Chapter 90; which is in compliance with Federal Evidence Code.

Thank You In Advance

Franz A. Wakefield
President & Chief Product Design Engineer
COOLTVNETWORK.COM, INC.
INTERNET AUDIO-VIDEO ENTERTAINMENT
17731 North West 14th Court
Miami, Florida 33169
Tele: (305) + 624.3282
FranzWakefield@hotmail.com

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APP1 & REC3

Appx: 09/877,729 (Wakefield) GAU 2174 i OF i

EMAIL LOG

⏏ | ⏏ | ✕ |  Inbox

From : Darling, Vernon (VD) <vddarling@dow.com>
Sent : Tuesday, December 14, 2004 12:39 PM
To : 'Franz Wakefield' <franzwakefield@hotmail.com>
Subject : Franz Wakefield

 Attachment Darling__Vernon__VD_.vcf (< 0.01 MB)
:

Franz,
Your e-mail below is inaccurate in relation to our discussions.

1. I remember the schematic work you did specifically for your Dow work assignment. You created schematics for the Cellulose Process Control Project.
2. The schematics involved animation schemes (the pictures moved) depending on the process state.
3. In this work you used Dow purchased equipment and software (a Honeywell TDC3000 control system and software)
4. These schematics were used at the Cellulose Project and were in service in this Dow Plant. These are in public use at the Dow plant in question.
5. I do not remember any conversations nor do I have any knowledge relating to your stated invention of new technology. Neither do I remember you showing me anything except your normal work on your assignment for Dow.
6. You send a threatening e-mail asking "You guys want to go to court?"

Regards,
Vernon Darling

Process Automation Leader
EOEG Technology Center
The Dow Chemical Company

Bldg 6650, PO150
Plaquemine, LA 70765
ph.225.353.4337 fax.225.353.2254

-----Original Message-----

From: Franz Wakefield [mailto:franzwakefield@hotmail.com]

Appn: 09/877,729 (Wakefield) CAU 2174 i vF 3

APP1 & REC4

Sent: Tuesday, December 14, 2004 9:06 AM
To: Darling, Vernon (VD)
Subject: RE: CVSSW (URGENT)***

December 14, 2004

Sent 10: 05 A. M.

Vernon,

I did not "threaten" you. The accusation of such, is disgusting. I requested an affidavit of recollection not just about the date that I spoke to you about my intended usage of an invention I conceived at Dow, but the fact that I created schematics with animated touch-screen objects that act as 'links' to other information. You specifically told me that you remembered these schematics, that they worked, and they were created above and beyond my job assignment. You said that you did not recall the conversation that transpired at lunch; when I specifically stated that I would utilize this concept via the Internet. I consequently asked you to provide an affidavit itemizing that I pulled you aside to show you these one or two animated schematics, that these animated objects utilized in the graphical schematics that were created by me and me alone worked as animated objects, and as links to other information in a networked system, and that they were not in Dow Public use.

If you are now claiming that you have no recollection of either then your memory is conveniently very short. Again, I have requested this information for the performance of justice in this case; and as such I have contacted Dow legal Mr. Mike Glenn at 989-636-2860 to assist me on this matter. If you now do not remember if the animated schematics worked it can be easily researched and confirmed.

Best Regards

Franz A. Wakefield
President & Chief Product Design Engineer
COOLTVNETWORK.COM, INC.
17731 North West 14th Court
Miami, Florida 33169
Tele: (305) + 624.3282
FranzWakefield@hotmail.com

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Information intended only for the use of the individual(s) named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copy of this communication is strictly prohibited. If you have received this communication in error, please contact the sender by reply E-

2 of 3

Appn: 09/877,729 (Wakefield) GAU 2/17/4

mail and destroy all copies of the original message.

>From: "Darling, Vernon (VD)" <vddarling@dow.com>
>To: Franz Wakefield <franzwakefield@hotmail.com>
>Subject: RE: CVSSW (URGENT)***
>Date: Mon, 13 Dec 2004 22:58:20 -0600
>
>Franz,
>
>You have asked me to provide an affidavit to confirm the date of an
>invention you believe you made several years ago while a co-op
engineer with Dow. Despite your repeated efforts to refresh my
recollection, I do not recall discussing this invention with you
prior to your recent contacts.
>
>If you pursue this, as you threatened, I would tell a judge that I
>cannot provide an affidavit to confirm facts that I do not
recall. I ask you not to contact me again on this matter, since I am
unable to provide the affidavit you requested.
>
>Regards,
>Vernon Darling
>
>Process Automation Leader Bldg 6650, PO150
>EOEG Technology Center Plaquemine, LA 70765
>The Dow Chemical Company ph.225.353.4337 fax.225.353.2254

><< Darling,Vernon(VD) .vcf >>

FREE pop-up blocking with the new MSN Toolbar - get it now!
<http://toolbar.msn.click-url.com/go/onm00200415ave/direct/01/>

Appn : 09/877,729 (Wakefield) GAU 2174 3 OF 3

From : Franz Wakefield <franzwakefield@hotmail.com>
Sent : Wednesday, December 15, 2004 1:32 PM
To : vddarling@dow.com
CC : franzwakefield@hotmail.com
Subject : CVSSW (CLICKVIDEOSHOP(TM))

⏏ | ⏏ | ✕ | 📁 Inbox

📎 Attachment : VERNDARAFFID.doc (0.03 MB), Vernon.doc (0.04 MB)

DECEMBER 15, 2004

SENT 1: 28 P.M.

THE DOW CHEMICAL COMPANY
21255 HIGHWAY 1 BUILDING 6650
PLAQUEMINE, LA. 70765

Vernon,

I have just received a call from Mr. Mike Glenn, a Dow Patent Attorney, who stated that Dow has nothing to do with my software invention CLICKVIDEOSHOP(TM) CVSSW. He also stated that he would have nothing against you writing an affidavit of recollection. He said he would leave that up to me to work with you on obtaining the affidavit. As such can you please add the points that you itemized in a previous email as seen below in a notarized affidavit on Dow letterhead (reference the information that I sent to you in the letter, and affidavit form). I am resending an "e" copy for your convenience.

You can send the affidavit to the address below. My new deadline is January 6, 2005; but because of the holiday season I am requesting that you send the document via Fed-Ex. Thanks.

POINTS IN PREVIOUS EMAIL

1. I remember the schematic work you did specifically for your Dow work assignment. You created schematics for the Cellulose Process Control Project.
2. The schematics involved animation schemes (the pictures moved) depending on the process state.
3. In this work you used Dow purchased equipment and software (a Honeywell TDC3000 control system and software)

APP1 & REC5

Appn: 09 / 877, 729 (Wakefield) GAU 1 OF 2

4. These schematics were used at the Cellulose Project and were in service in this Dow Plant. These are in public use at the Dow plant in question.

5. I do not remember any conversations nor do I have any knowledge relating to your stated invention of new technology. Neither do I remember you showing me anything except your normal work on your assignment for Dow.

Best Regards

Franz A. Wakefield
President & Chief Product Design Engineer
COOLTVNETWORK.COM, INC.
INTERNET AUDIO-VIDEO ENTERTAINMENT
17731 North West 14th Court
Miami, Florida 33169
Tele: (305) + 624.3282
FranzWakefield@hotmail.com

ATTACHMENT: VERNDARAFFID.DOC, VERNON.DOC

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Appx: 09/877,729 (Wakefield) GAU 2/74 2 OF 2

EMAIL LOG

benedict@mac.com

CVSSW affidavit (IMPORTANCE HIGH!)

November 18, 2004

Sent 2:32 P.M.

Stephen,

In writing the affidavit to describe the prototype that was created in Oct. 1999
**YOU MUST ALSO DESCRIBE THE BEST MODE FOR WRITING AND
EXECUTING THE SOFTWARE CVSSW(TM).** This is governed by 35 U.S.C. Statute
112. Although the actual code (ALL) I consider a trade secret, if in the creation of the
software you find out that the 'mouse event' operates best in a particular way, or the
'swing event' or the function for the hotspot is best as a 'step-function' then explain in
detail these "best modes" for the writing & execution of the software. This is extremely
important because it can invalidate the claims of the patent, if they are withheld from the
application, so **PLEASE ADD THEM IF THEY ("BEST MODES") EXIST.** They act
like "tricks of the trade, " but in this event they would be tricks you found out as you
progressed and completed the software CVSSW(TM). You can even list them simply as:

For Example:

BEST MODES (FOUND WHILE COMPLETING THE CVSSW(TM) SOFTWARE)

1. I found that using JAVA, a step-function with a double x-axis (time, & frame-
length/distance) and a y-axis of hotspot location (frame-height) to be a best mode for
expressing the multifunctional hotspots in videos and digital media; CVSSW(TM).

2.

.

etc.

If You Have Any Questions Please Feel Free To Call,

Franz A. Wakefield
President & Chief Product Design Engineer
COOLTVNETWORK.COM, INC.
17731 North West 14th Court
Miami, Florida 33169
Telephone: (305) + 624.3282
FranzWakefield@hotmail.com

AppN : 09/877,729 (wakefield) CAU 2174 1 OF 1

AFFIDAVIT OF EVENTS AND RECOLLECTION

Patent Title: Method & System For Creating, Using, &
Modifying Multifunctional Website Hotspots.

APPLICATION NUMBER: 09/877,729
FILING DATE(S): JUNE 8, 2000 & June 8, 2001
INVENTOR: FRANZ A. WAKEFIELD
ART UNIT: 2174
EXAMINER NAME : BORIS M. PESIN

AFFIDAVIT OF MR. STEPHEN A. BENEDICT

I, Stephen A. Benedict, DECLARE UNDER PENALTY OF PERJURY THAT:

1. I am Stephen A. Benedict, and I have a BS in Electrical Engineering from Florida A&M University, a MSE in Computer Science and Engineering from the University of Michigan, and an MBA from Harvard Business School. I was employed by Apple Computer from 1998 to 2002, where I held a number of software engineering and technical leadership roles.
2. On or after approximately October 20, 1999, I created a software prototype after a conversation with Franz A. Wakefield. This prototype was a proof of concept to illustrate the ideas expressed during the conversation with Mr. Wakefield.

APP2 & REC1

App# : 09 / 877, 729 (Wakefield)
CAU 2174 1 OF 5

3. The proof of concept was written in the Java programming language. The proof of concept conveyed the experience of illuminated “hot spots” by compositing pastel-colored polygons onto a video during playback at a specified time for a specified interval, as shown below:

```
public class HotSpot extends TimerTask
{
    Movie            movie;
    boolean          isActive = false;
    boolean          isVisible = false;
    Rectangle        rect;
    int              start = 0, duration = 0;
    java.util.Timer   startTimer = new java.util.Timer();
    java.util.Timer   endTimer = new java.util.Timer();
    TwoDSprite       hotSpot;
    Compositor        compositor;

    HotSpot( Movie m, Rectangle r, int s, int d, Compositor c ) throws Exception
    {
        super();
        movie = m;
        rect = r;
        start = s;
        duration = d;
        compositor = c;

        File img = QTFactory.findAbsolutePath ("box.tif");

        GraphicsImporterDrawer gid = new GraphicsImporterDrawer (new QTFile(img));

        QDRect rect = new QDRect (
            gid.getDescription().getWidth(),
            gid.getDescription().getHeight());

        ImageSpec imageSpec = ImageUtil.makeTransparent (
            gid,
            QDColor.blue,
            new QDGraphics (QDGraphics.kDefaultPixelFormat, rect));

        Matrix matrix3 = new Matrix();

        matrix3.setTx(r.x);
        matrix3.setTy(r.y);

        hotSpot = new TwoDSprite(
            imageSpec,
            matrix3,
            true,
            8,
            new GraphicsMode (QDConstants.blend, QDColor.cyan));
    }
}
```

Appns : 09/877,729 (Wakefield) CAU 2174 2 OF 5

```

public void activate()
{
    startTimer.schedule( (TimerTask)this, start, 10 );
}

public void run()
{
    try
    {
        TimeRecord      tr;
        float            currentTime = 0;

        isActive = true;

        if ( !isVisible )
        {
            setVisible( true );
        }

        tr = movie.getTRTime();

        currentTime = ((float)movie.getTime() / (float)tr.getScale()) * 1000;

        if ((float)currentTime >= start + duration )
        {
            isActive = false;

            setVisible( false );

            startTimer.cancel();
        }
    }
    catch (Exception e)
    {
    }
}

public void setVisible( boolean setVisible ) throws Exception
{
    if ( setVisible )
        compositor.addMember(hotSpot,1);
    else
        compositor.removeMember(hotSpot);

    isVisible = setVisible;
}
}

```

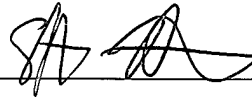
4. The proof of concept could perform actions based on the user's action. For example, clicking a "hot spot" could launch a web browser with a predefined URL.

5. The proof of concept demonstrated that this functionality could be extended to format the URL or perform another action based on the invocation context (single click, double click, right click, etc.). As a result, the "hot spot" appeared as "multifunctional" to the user.

I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING
STATEMENT IS TRUE AND CORRECT.

DATE: JANUARY 4, 2005

SIGNED



MR. STEPHEN A. BENEDICT

NOTARIZED AFFIDAVIT OF MR. STEPHEN A. BENEDICT

STATE OF VIRGINIA

COUNTY OF FAIRFAX

THE FOREGOING INSTRUMENT WAS ACKNOWLEDGED BEFORE ME BY

STEPHEN A BENEDICT WHO IS PERSONALLY KNOWN TO ME

OR HAS PRODUCED VA DRIVERS LICENSE AS IDENTIFICATION AND

Appn: 09/877,729 (Wakefield) CAU 2174 4 OF 5

WHO DID OR DID NOT TAKE AN OATH.

WITNESS MY HAND AND OFFICIAL SEAL
ON JAN. 4, 2005.

Robert G. White
NOTARY PUBLIC
STATE OF VIRGINIA.

MY COMMISSION EXPIRES 4/30/2008.

5 OF 5

AppN: 09 / 877, 729 (Wakefield) GAU 2174



AGREEMENT

THIS AGREEMENT is entered into the effective this 6th day of Nov, 2000 by and between COOLTVNetwork.com, Inc., a business having an address of 17731 NW 14th Court, Miami, FL 33169 (hereinafter referred to as "OWNER"), and Stephen Benedict, an individual having an address of 7915 Sunkist Drive Oakland, California 94605 (hereinafter individually and collectively referred to as "PROGRAMMER").

WITNESSETH

WHEREAS, OWNER has undertaken the design, the coding, and the description (flowcharts, and written descriptions) of software (CLICKVideoShop™) related work (hereinafter "WORKS"); and

WHEREAS, PROGRAMMER has assisted in the preparation of source code, flowcharts, and written descriptions and is being contracted to prepare and/or continue assisting in the preparation of additional coding (source code & object code) and descriptions (flowcharts, diagrams, and written descriptions) related to said WORKS (hereinafter "SOFTWARE WORK") related to said WORKS and is willing to work on and prepare software based on and/or related to said WORKS under a "work made for hire" agreement as that term is defined by the United States copyright laws, under the full control of OWNER;

1. PROGRAMMER and OWNER acknowledge that the SOFTWARE WORK is being created under the direction and control of OWNER, and agree that the SOFTWARE WORK shall be deemed a work made for hire by an independent contractor under the United States copyright laws (17 U.S.C. 101) and, by virtue of this agreement, is the sole property of OWNER free and clear from all claims of any nature relating to PROGRAMMER's contributions and other efforts, including the right to copyright the work in the name of OWNER and proprietor thereof and any termination rights thereto. PROGRAMMER understands and agree that OWNER owns all right, title, and interest in the "SOFTWARE WORK," including but not limited to any part and/or parts thereof and derivative works arising therefrom, and has the right to register all copyrights and/or patents therein in its own name, as OWNER, in the United States of America and in all foreign countries.

2. PROGRAMMER agrees that OWNER shall have the unlimited right to supervise and control PROGRAMMER and to direct PROGRAMMER during the creation of the SOFTWARE WORK. OWNER shall have the right to use the whole SOFTWARE WORK, any part or parts thereof, or none of the SOFTWARE WORK, as sees fit. OWNER may alter the SOFTWARE WORK, add to it, or combine it with any other SOFTWARE WORK or SOFTWARE WORKS, at its sole direction. Notwithstanding the foregoing, all original material submitted by OWNER to PROGRAMMER as part of the SOFTWARE WORK or as part of the process of creating the SOFTWARE WORK, including but not limited to previously prepared documentation, verbal descriptions, notes and any material aiding in the preparation of the SOFTWARE WORK, shall be the property of OWNER whether or not OWNER uses such material.

APP2 & REC2

1 OF 2
CAU 2174
Appn : 09/977,739 (Wakefield)

PROGRAMMER, after the performance of its services under this agreement, shall return all such original materials and copies thereof, and PROGRAMMER shall have no right to make any other use of this material and/or SOFTWARE WORK.

3. The parties to this agreement intend that OWNER shall have full ownership of the SOFTWARE WORK with no rights of ownership in PROGRAMMER. PROGRAMMER agrees that in the event this agreement is determined by a court of competent jurisdiction not to be a work for hire under the federal copyright laws, this agreement shall operate as an irrevocable assignment by PROGRAMMER to OWNER of the copyright and/or patent rights in the SOFTWARE WORK including all rights there under in perpetuity. Under this irrevocable assignment, PROGRAMMER hereby assigns, and/or shall assign to OWNER the sole and exclusive right, title, and interest in and to the SOFTWARE WORK, without further consideration, and agrees to cooperate with OWNER, if need be, in OWNER'S efforts in registering and from time to time enforcing all copyrights and/or patent rights and other rights and protections relating to the SOFTWARE WORK in any and all countries. It is PROGRAMMER's specific intent to assign all rights, title, and interest whatsoever in any and all copyright right in the aforesaid SOFTWARE WORK, in any media, and for any purpose, to OWNER including all rights of renewal and extensions.

4. In the event OWNER shall bring an infringement suit against any third parties or shall be sued by any third parties as a result of PROGRAMMER's ownership of the SOFTWARE WORK, PROGRAMMER agrees to reasonably cooperate with OWNER in defending against or prosecuting any such suit. This right shall be cumulative to any other rights of OWNER hereunder. PROGRAMMER shall keep all trade secrets (i.e. any known business information related to said SOFTWARE WORK) of OWNER confidential and shall not knowingly disclose, relate or describe the SOFTWARE WORK or trade secrets related thereto to any third party, individual, corporation or other business entity or market, sell or commercially use in any way the SOFTWARE WORK. PROGRAMMER shall have reasonable efforts to protect the confidential nature of said SOFTWARE WORK. PROGRAMMER shall have no obligation with respect to any disclosure which (1) is independently developed by PROGRAMMER without the benefit of OWNER's WORKS, SOFTWARE WORK and materials related thereto or regarding SOFTWARE WORK which has been unintentionally disclosed prior to negotiating the Agreement, (2) is publicly known or becomes publicly known not through the wrongful act or breach of this Agreement by PROGRAMMER or (3) is rightfully received by PROGRAMMER from a third party on a nonconfidential basis prior to this Agreement.

5. PROGRAMMER agrees that it shall not, at any time hereafter, dispute or contest, either directly or indirectly, OWNER's exclusive right, title, and interest in the SOFTWARE WORK.

6. PROGRAMMER warrants that the material in the SOFTWARE WORK prepared or provided by PROGRAMMER is original and does not infringe the rights of any other work.

7. The terms and provisions of this agreement shall be binding upon the parties and their heirs, legal representatives, successors, and assigns.

8. This agreement shall be governed by the laws of the state of Florida and the parties hereby agree that jurisdiction and venue over any dispute arising under this agreement shall be in the Southern District of Florida.

9. This agreement constitutes the entire understanding between the parties hereto. This agreement, including this paragraph, may be amended or modified only by an instrument in writing signed by both of the parties hereto or their authorized representatives.

This agreement is executed by the parties hereto.

Date: 10/24/00

PROGRAMMER

Mr. Stephen Benedict

Date: 10/6/00

OWNER

Mr. Frank A. Wakefield

Appn: 09/877,729 (Wakefield) GAU 2174 2 OF 2

AFFIDAVIT OF EVENTS AND RECOLLECTION

Patent Title: Method & System For Creating, Using, &
Modifying Multifuntional Website Hotspots.

APPLICATION NUMBER: 09/877,729
FILING DATE: JUNE 8, 2001
INVENTOR: FRANZ A. WAKEFIELD
ART UNIT: 2174
EXAMINER NAME : JORDAN S. GOLINKOFF

AFFIDAVIT OF MR. MATTHEW B. HINTZE

I, Matthew Hintze, DECLARE UNDER PENALTY OF PERJURY:

1. I AM Matthew Hintze, AND I AM a Finance Ph. D Candidate and Freelance business plan writer. In addition, my firm TutoringZone administers a business plan competition in conjunction with UF's Center for Entrepreneurship and Innovation
2. In August, 1999 I met with the inventor to assist in the writing of a business plan for CoolTVNetwork.com. Specifically, my services were required to assist in drafting the financial projections. Over the course of several weeks, Mr. Wakefield explained the nature of his invention (which at the time was in the development phase, and had not yet reached the point of being tested). There was no working model at the time, but Mr. Wakefield elaborated on his vision for the technology.

Mr. Wakefield conceived of an entertainment web portal that would have content including commercials, athletic achievement-oriented video clips, etc. Mr. Wakefield proposed a technology, with the working title "CLICKVIDEOSHOP" that would 'illuminate' various material aspects within the video frame. For example, a video clip of the Master's might show Phil Mickelson making a putt on the 18th hole, and his putter would illuminate...this would invite the viewer to learn more about the putter (manufacturer, etc.) and click on the illumination to initiate a purchase. I strongly encouraged Mr. Wakefield to pursue this technology, as I believed it would be the driving factor in his pursuit of investors. Patentable technology has a much greater appeal than content-based web portals. At that time, Mr. Wakefield concurred and avowed his intentions to

APP2 & REC3

Appn: 09/877,729 (Wakefield) GAU 2174 1 OF 2

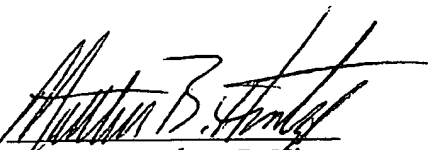
develop a working model and pursue a patent. I believe he was working with a team of developers at the time; however, I do not have specific knowledge as to their identity or scope of their work.

Until this past week, I have not had contact with Mr. Wakefield. It was my understanding that he was continuing to work on the technology after having moved to South Florida. I have continued with my own venture in Gainesville. I can not attest to any events that may or may not have occurred since that time.

I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING STATEMENT AND/OR ATTACHEMENTS ARE TRUE AND CORRECT.

DATE: April 12, 2004

SIGNED


Mr. Matthew B. Hintze
Owner, TutoringZone LC

NOTARIZED [AFFIDAVIT OF MR. MATTHEW B. HINTZE].

STATE OF FLORIDA
COUNTY OF

Alachua

THE FOREGOING INSTRUMENT WAS ACKNOWLEDGED BEFORE ME BY Matthew B. Hintze WHO IS PERSONALLY KNOWN TO ME OR HAS PRODUCED (FDS) AS IDENTIFICATION AND WHO DID OR DID NOT TAKE AN OATH.

WITNESS MY HAND AND OFFICIAL SEAL
ON 4-12-04

NOTARY PUBLIC
STATE OF FLORIDA

MY COMMISSION EXPIRES:



Frederick E. Sergeant, IV
MY COMMISSION # CC990392 EXPIRES
February 8, 2005
BONDED THRU TROY FAIR INSURANCE, INC.

Appn: 09/877,729 (wakefield) GAU 2174 2 of 2

AFFIDAVIT OF EVENTS AND RECOLLECTION

Patent Title: Method & System for Creating, Using, & Modifying
Multifunctional Website Hotspots

APPLICATION NUMBER:

09/877,729

FILING DATE:

JUNE 8, 2001

INVENTOR:

FRANZ A. WAKEFIELD

ART UNIT: 2174

EXAMINER NAME :

JORDAN S. GOLINKOFF

AFFIDAVIT OF MR. MATTHEW B. HINTZE

I, Matthew Hintze, DECLARE UNDER PENALTY OF PERJURY:

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APP2 & REC4

App Number: 09/877,729 (Wakefield) GAU 2174 10F3

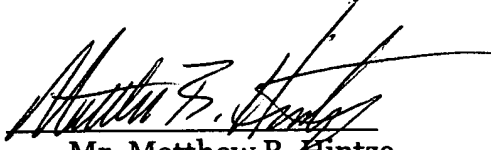
develop a working model and pursue a patent. I believe he was working with a team of developers at the time; however, I do not have specific knowledge as to their identity or scope of their work.

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I DECLARE UNDER PENALTY OF PERJURY THAT THE FOREGOING STATEMENT AND/OR ATTACHEMENTS ARE TRUE AND CORRECT.

DATE: April 12, 2004

SIGNED


Mr. Matthew B. Hintze
Owner, TutoringZone LC

NOTARIZED [AFFIDAVIT OF MR. MATTHEW B. HINTZE].

STATE OF FLORIDA

COUNTY OF Citrus

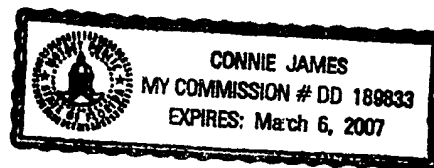
THE FOREGOING INSTRUMENT WAS ACKNOWLEDGED BEFORE ME BY Matthew Hintze WHO IS PERSONALLY KNOWN TO ME OR HAS PRODUCED FL ID AS IDENTIFICATION AND WHO DID OR DID NOT TAKE AN OATH.

WITNESS MY HAND AND OFFICIAL SEAL
ON April 21st 2004.



NOTARY PUBLIC
STATE OF FLORIDA

MY COMMISSION EXPIRES: March 6, 2007



Appn Number: 09/877, 729 (Wakefield) GAU 2174 20f3

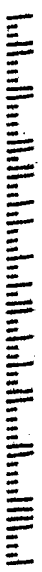
3 FO 3 4L12 NAG (pajekw) b2L' L28/60 : nddy Appn

TutoringZone, L.C.
619 N.E. 1st St
Gainesville, FL 32601

Franz Wakefield
17731 NW 14th Court
Miami, FL 33169



331694666





Agreement to Maintain Confidentiality

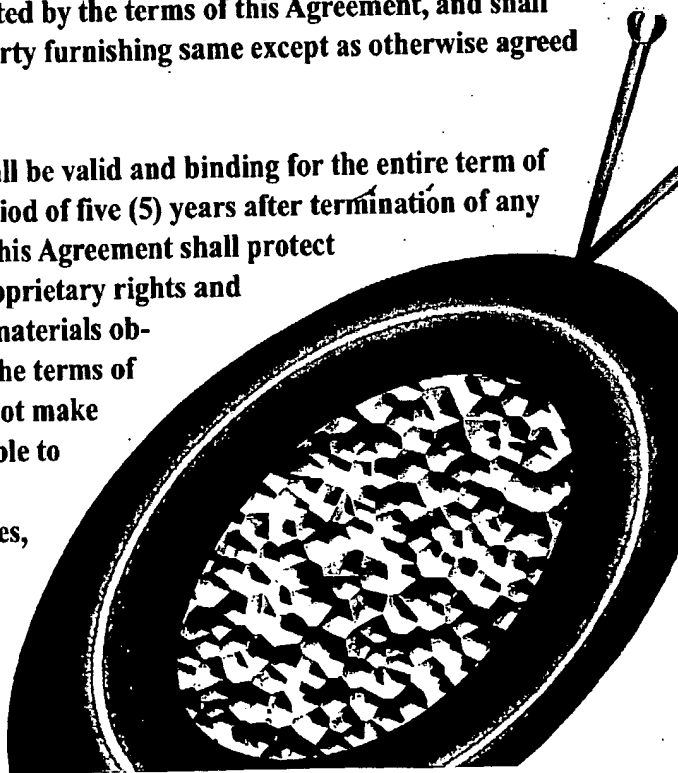
This Agreement is between CoolCommercials.com, Inc. a Florida Corporation and MATTHEW HINTZE, both acknowledged parties to this Agreement by their signatures that appear below:

This Agreement is made by the parties in order to protect certain confidential matters that either party here to may find necessary to share, or for one to disclose to the other in the course of joint business endeavors, pursuit of business opportunities, or in connection with work for hire. It is effective when signed by both parties and on the latest date where different dates are given. The parties further agree that all matters arising between them, whether or not they are reduced to writing, or whether or not such matters are reduced to physical or characteristic representations in print or in electronic form, are subject to this Agreement.

Now, therefore, the parties agree as to the following items:

Item 1 : Both parties acknowledge and agree that any physical information supplied by one party to the other party, under this Agreement, which consists of confidential proprietary information and trade secrets shall be identified by the party supplying same and marked as CONFIDENTIAL. Such information shall be used only as expressly permitted by the terms of this Agreement, and shall remain the property of the party furnishing same except as otherwise agreed to herein.

Item: 2 : This Agreement shall be valid and binding for the entire term of the engagement and for a period of five (5) years after termination of any engagement. The parties to this Agreement shall protect and preserve each other's proprietary rights and all confidential matters and materials obtained while engaged under the terms of this Agreement. They shall not make confidential materials available to any person, agency, or any organization, for any purposes, other than to employees and agents that have a need to know, and for the limited purposes required in carrying out an assign-



App# Number 09/877,729 (Wakefield) GAU 2174
1 OF 2

ment or a work for hire pursuant to this Agreement.

Item 3 : Excluded from the obligation of item 2 above, is information:


- (a.) Which is made publicly available or becomes available through the acts of CoolCommercials.com, Inc;
- (b.) Which as of the date of this Agreement, is already in the possession of either party from sources other than CoolCommercials.com, Inc.
- (c.) Which is hereafter rightfully obtained by the parties to this Agreement, from third parties without any binder of secrecy.

Item 4 : The parties agree that the specific matters and details of the nature of the temporary assignment or work for hire being performed pursuant to this Agreement are held to be confidential matters between the parties alone.

Remedies: The parties agree that, in the event of a breach or threatened breach of the terms of this Agreement, CoolCommercials.com, Inc. shall be entitled to an injunction in addition to and not in lieu of any other legal or equitable relief including money damages. The parties acknowledge that Confidential Information is valuable and unique and that disclosure will result in irreparable injury to CoolCommercials.com, Inc.

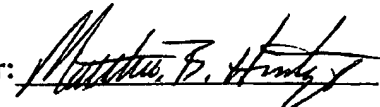
Disclaimer: This Agreement and the disclosure and receipt of Confidential Information do not create or imply (i) any agreement with respect to the sale, purchase or pricing of any product or service; or (ii) any right conferred, by license or otherwise, in any Confidential Information or in any patent, trademark, service mark, copyright or other intellectual property.

For: CoolCommercials.com, Inc.


Franz A. Wakefield, President

Date 9/4/99

For:


MATTHEW B. HINTZE
Printed name and title

Date September 4, 1999

Appn Number 09/877, 729 (Wakefield) GAU 217
2 OF 2

Office Address:
University of Florida
Warrington College of Business
321 D Stuzin Hall
PO Box 117168
Gainesville, FL 32611-7168

Matthew B. Hintze
Home Phone (352) 378-7931
E-mail hintzemb@chip.cba.ufl.edu

Home Address:
2801 N.W. 23rd Blvd. Apt. E36
Gainesville, FL 32605

EDUCATION AND PROFESSIONAL CREDENTIALS

University of Florida, Ph. D Candidate in Finance: Gainesville, Florida, May 2001.

- Marshall Criser Presidential Scholar for the College of Business Administration: The most prestigious fellowship awarded to graduate students at the University. Awarded to 15 among roughly 10,000 eligible students. Criteria for selection to include GPA, standardized test scores and recommendation by faculty and former professors.
- Research concentrations: Venture Capital, Financial Markets, Corporate Finance, Mergers and Acquisitions.
- Coursework to include Econometrics & Statistics, Information Economics and Financial Theory.

University of Florida, Master of Business Administration: Gainesville, Florida, May 1997.

- Specialization: Finance GPA: 4.0
- Course work concentrations: Corporate Finance, Global and Domestic Capital Markets, Entrepreneurship.
- Successfully completed Entrepreneurship program and was selected as a finalist in business plan competition.

University of California, Los Angeles, Bachelor of Arts: Los Angeles, California, June 1993.

- Major: Business/ Economics GPA in Major: 3.85 Overall GPA: 3.53 Cum-Laude Honors, Dean's List Four Quarters
- Course work concentrations: Financial Markets, Accounting, Public Finance, Macroeconomics, Theory of the Firm.
- College Honors Program: Participation open to top 10% of entering class. Successful completion based on high overall GPA, enrollment in honors coursework, and research with nationally renowned faculty members.
- Honors Research concentrations: Macroeconomic Business Cycles and Labor Market Wage-Rate Discrimination.

PROFESSIONAL EXPERIENCE

Universal Commodity Corporation, Research Analyst: Fort Lauderdale, Florida, August 1995-June 1996.

- Directly responsible for delivering timely market research and key financial data to brokers for use at sales meetings.
- Produced comprehensive yet succinct research updates for broker use and client distribution, and updated charts on options contracts by effectively analyzing moving averages, relative strength indicators, and other key indicators.
- Contributed to 65% growth in commission revenues through timely research, analysis and communication.

Dean Witter Reynolds Inc., Account Executive: Lighthouse Point, Florida, May 1994 -August 1995.

- Ranked in top 25% of new brokers, based on assets under management, gross commissions and opening new accounts.
- Effectively managed a \$4 Million portfolio of investments, with assets in both the equity and fixed income markets.
- Promoted to branch Taxable Fixed Income coordinator, for effectively communicating a thorough knowledge of the bond market, after designing and implementing an innovative and successful seminar campaign.

Library Ale House, Management Consultant: Santa Monica, California, August 1993 -May 1994.

- Authored business plan, met with potential investors, and assisted in raising \$1.2 million in venture capital.
- Participated in all start-up operations, activities to include capital budgeting, staffing and contracting with suppliers.
- Exceeded First Quarter revenue goals by 150% by effectively implementing a successful marketing campaign.

HONORS AND ACTIVITIES

- UCLA Speech and Debate Team, 1993 National Collegiate Champions.
- University of Florida MBA Management Case Competition Team.
- UCLA Alpine Ski Team, 1993 Most Improved Racer.
- Zeta Psi, National Fraternal Organization, member June 1991 to June 1993. 1991-1992 Social Director.
- Junior Achievement Education Counselor, Westwood Middle School and Littlewood Elementary School.
- Winner of seventeen high school speech competitions, California state runner-up in 1989 VFW Competition.

COMPUTER KNOWLEDGE

- IBM, Macintosh, Microsoft Office Professional (Word, Excel, PowerPoint), Statistical Packages (SAS, TSP, Stata), Database Applications (CRSP, Compustat, SDC Platinum), Internet Applications (Microsoft Front Page).

APP2 & REC6

GAU 2174
(Wakefield)
09/877,729
1 OF 1
Appn Number



US00657058/B1

(12) **United States Patent**
Efrat et al.

(10) Patent No.: **US 6,570,587 B1**
(45) Date of Patent: **May 27, 2003**

(54) **SYSTEM AND METHOD AND LINKING
INFORMATION TO A VIDEO**

WO 97/37497 10/1997 1104N/7/58

OTHER PUBLICATIONS

(75) Inventors: **Ellahu Efrat, Tel-Aviv (IL); Avner Peleg, Ramat-Hasharon (IL); Yossi A. Hermush, Tel-Aviv (IL); Ehud Peleg, Tel-Aviv (IL); Elhanan A. Borenstein, Tel-Aviv (IL)**

Liu et al. (Multimedia Computing and Systems, 1994, Proceedings of the International Conference, pp. 203-112). * ASSET-2 Publications entitled "ASSET-2—A Scene Segmenter Establishing Tracking" and "Real-Time Implementation of ASSET-2", U.K. Defence Research Agency, 12 p. "Multimedia Hypervideo Links for Full Motion Videos", *IBM Technical Disclosure Bulletin*, 37, p. 95 (Apr. 1994). Burrill, V., et al., "Time-Varying Sensitive Regions in Dynamic Multimedia Objects: A Pragmatic Approach to Content-Based Retrieval from Video", *Information and Software Technology*, 36, 213-223 (1994). Feinleib, D.A., "AVI Files with Hotspots", Microsoft Developer Network CD-ROM, 14 p. (Jul. 1994). Smith, S.M., "ASSET-2: Real-Time Motion Segmentation and Object Tracking", DRA Technical Report TR95SMS2, U.K. Defence Research Agency, 7 p. "Visual Shock Create and Gather", Mitsubishi Electric America, Inc., (1998) <http://www.visualshock.com/visualshock/vs-vs-a.htm>. Feinleib, D.A., "AVI Files with Hotspots", Microsoft Network Developers CD-ROM, 1-13 p., (Aug. 16, 1993). Bläsmann, H., et al., In: *Ad Oculas—Digital Image Processing, Student Version 2.0*, International Thomson Publishing, London, p. 170-175 (1995).

(73) Assignee: **Veon Ltd., Herzliya (IL)**

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **08/882,512**

(22) Filed: **Jun. 25, 1997**

Related U.S. Application Data

(60) Provisional application No. 60/024,466, filed on Jul. 26, 1996.

(51) Int. Cl.⁷ **G09G 5/00; G06F 3/14**

(52) U.S. Cl. **345/723; 345/726; 345/853**

(58) Field of Search **345/328, 327, 345/335, 339, 348, 357, 972, 723-726, 853-854; 707/501, 513**

(56) **References Cited**

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(List continued on next page.)

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WO	97/12342	4/1997	G06T/1/00

(List continued on next page.)

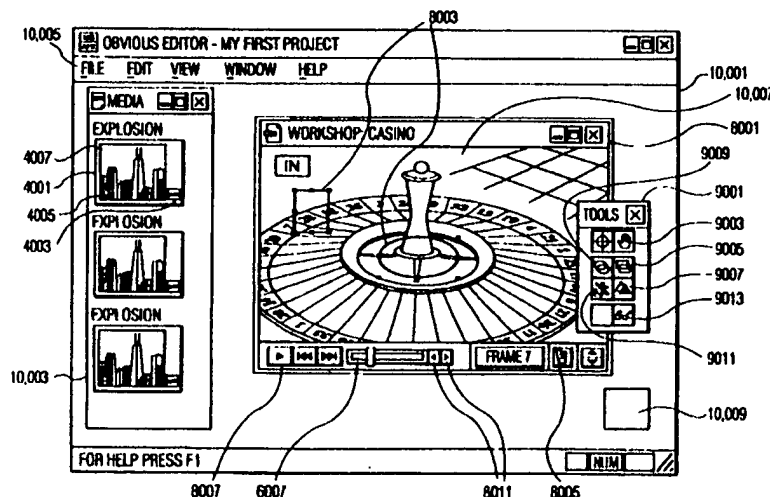
Primary Examiner—Sy D. Liu

(74) Attorney, Agent, or Firm—Edward Blocker

(57) **ABSTRACT**

A system and method are provided for linking information to and accessing information from a video. A hotspot can be defined in a frame of a video. The hotspot can be tracked in other frames of the video. Also, the hotspot can be linked to a target. When the video is played, the hotspot can be actuated and the corresponding target executed.

65 Claims, 16 Drawing Sheets



APP3 & REC1

Appn: 09/877,729 (WAKEFIELD) GAU 2174 1 OF 2



US006122647A

United States Patent [19]
Horowitz et al.

[11] **Patent Number:** 6,122,647
[45] **Date of Patent:** Sep. 19, 2000

[54] **DYNAMIC GENERATION OF CONTEXTUAL LINKS IN HYPERTEXT DOCUMENTS**

[75] **Inventors:** Damon M. Horowitz; Earl F. Rennison; Joseph W. Ruffles; Lisa S. Strausfeld, all of San Francisco, Calif.

[73] **Assignee:** Perspecta, Inc., San Francisco, Calif.

[21] **Appl. No.:** 09/081,695

[22] **Filed:** May 19, 1998

[51] **Int. Cl.⁷** G06F 17/21

[52] **U.S. Cl.** 707/513; 707/3; 707/5;
707/514; 707/531

[58] **Field of Search** 707/3, 10, 513,
707/531, 514, 5, 201

[56] **References Cited**

U.S. PATENT DOCUMENTS

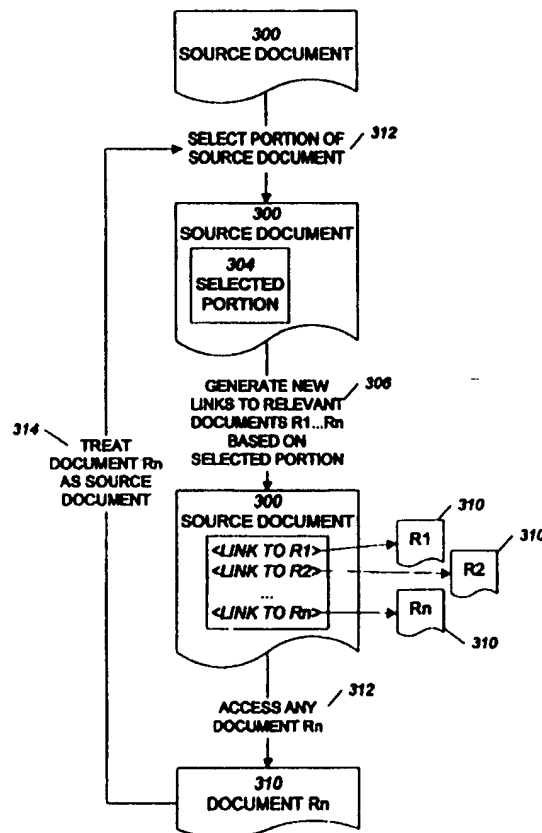
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5,987,460	11/1999	Niwa et al.	707/6
6,006,242	12/1999	Poole et al.	707/531

Primary Examiner—Jean R. Homere
Attorney, Agent, or Firm—Fenwick & West LLP

[57] **ABSTRACT**

A system, method, and software product create contextual hypertext links relevant to a user selected portion of a source document. The contextual links enable the user to dynamically associate the source document with any available target document, regardless of whether links were created between the source document and the target document when the source document was created. The method includes selecting terms relevant to the user selected portion by linguistic analysis which selects the most frequently occurring terms. From the selected terms target documents relevant to the selected terms are identified. The target documents are selected by identifying topics that are associated with, or described by, the selected terms. Contextual links are created between the selected terms and target documents associated with the identified topics using the URLs for the documents in the contextual links. The system includes a knowledge base of topics, including hierarchical relations between topics, and associations of topics and terms. A document collection includes documents and references to documents, and URL or other addressing information for the documents. A tagging module receives a user selected portion and selects terms to be used for the contextual links. A presentation module identifies the topics in the knowledge base associated with the selected terms, the documents associated with each topic, and creates the hypertext links between the terms and the documents.

13 Claims, 10 Drawing Sheets



APP3 & REC2

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David Javelosa

javelosa_david@smc.edu

sec #1990, Thurs 9:00-12:05

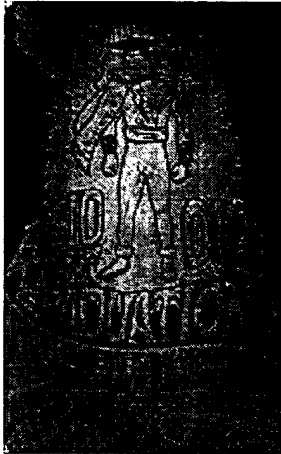
John Bechtel

bechtel_john@smc.edu

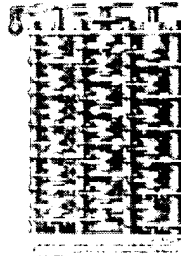
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unless otherwise stated.

Week 02 -



his Difference



1821 -- Charles Babbage invented the Difference Engine to compile mathematical tables. On completing it in 1832, he conceived the idea of a better machine that could perform not just one mathematical task but any kind of calculation. This was the Analytical Engine (1856), which was intended as a general symbol manipulator, and had some of the characteristics of today's computers. Critical tolerances required by his machines exceeded the level of technology available at the time. The British government suspended funding for Engine and ended the project in 1842.

1945 -- Vannever Bush proposes the concept for the Memex in an [article in Atlantic Monthly](#). He conceived the Memex as "memory extension" system that was designed to work like the human thought process, permitting associations between different sets of information. He felt that traditional publishing systems were rigid and unable to full represent knowledge. Significantly, this system was both an "authoring" and a viewing system.

1961 -- [Philips](#) introduces the audio Cassette.

1962 -- Ivan Sutherland demonstrates the Sketchpad, an electronic drawing program, that first shows the use of a Graphical User Interface. Sutherland later plays a major roll in the development of computer graphics.

1964 -- [Douglas Engelbart](#) and William English invent the mouse at Stanford Research Institute (SRI). His ideas grew out of a concept for the "augmentation of man's intellect." Also, Marshal McCulgan publishes *Understanding Media: The Extensions of Man*, introducing the phrase "the medium is the message," and discussing "The Global Village".

1965 -- Ted Nelson coins the term "hypermedia," to describe computer mediated systems to work with linked text, images, animations, and sounds.

1967 -- Led by [Ken Kesey](#) and the [Merry Pranksters](#), the [The Grateful Dead](#), Jefferson Airplane and other San Francisco bands conduct "Acid Tests" where live music is combined with projections, lighting effects, and drugs to create an immersive experience. [Yoko Ono](#) with other members of the [Fluxus](#) movement challenged traditional notions of art being separate and official, and created events where transitory art existed only through the combination of the artist's work with the audience. During this period, the term **Multimedia** was used to describe presentations that used film, video, music, synchronized slide projectors, dance and any other media the artists could get their hands on.

1968 -- Alan Kay builds a cardboard model of the "Dynabook", a portable computing device he imagined could be used by children to create and access text and pictures. This system would be linked to other Dynabooks and library resources. [Douglas Engelbart](#) demonstrates a working computer with a mouse, graphical display and most of the features considered standard on today's computers.

1971 -- Alan Kay and Dan Ingalls develop a computer language called "Smalltalk" at Xerox's research center in Palo Alto called [PARC](#). This language is based on the concept of "object oriented programming" (OOP), where objects are defined to each have their own behavior, communicating with each other by sending messages.

1972 -- [Atari](#) introduces the arcade game, Pong, and Magnavox introduces the first home video game called Odyssey. [The video game industry is born.](#)

1973 -- Chad Thacker and others develop the ALTO workstation at PARC. This computer was the first "desktop" computer

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designed for non-technical people to do word processing, email, graphics, and other applications. This computer had a graphical user interface on a "bitmapped" screen, used a mouse, icons, and windows. The researchers at PARC invented a whole system for the office, including the Ethernet networking system.

1975 -- A company called MITS introduced the first affordable "personal" computer called the Altair. The Homebrew Computer club is thriving in Silicon Valley. Sony introduces the Betamax VCR. Atari releases arcade game "Breakout" designed by Apple co-founder Steve Jobs.

1976 -- JVC introduces the VHS VCR.

1977 -- Apple introduces the Apple II, the first mass market personal computer. Atari releases the 2600, a dedicated home game computer.

1978 -- Philips introduces the LaserDisc. The Aspen Movie Map is developed by Andrew Lippman and his group at the MIT Architecture Machine Group, using a computer to control video, text, and sound.

1980 -- Atari introduces PacMan coin-operated video game machines.

1981 -- IBM introduces the IBM PC with Microsoft's DOS.

1982 -- 16-bit vector graphic technology appears in the arcades with Williams' Defender and Atari's Tempest. Atari's Battle Zone is selected by the Pentagon to be developed into the first virtual reality military simulator. Home video game market crashes.

1983 -- Philips and Sony introduce the CD.

1984 -- Using ideas from Xerox PARC, Apple introduces the Macintosh, the first consumer computer with a GUI. William Gibson publishes Neuromancer, and invents the term Cyberspace.

1985 -- Philips and Sony introduce the CD-ROM standard. Intel releases a chip powerful enough for **multimedia**, the 386.

1987 -- Apple introduces HyperCard, a general purpose **multimedia** authoring and playback system developed by Bill Atkinson. MacroMind releases the first version of Director. Apple announces the color Mac II

1988 -- Jaron Lanier's company, VPL introduces the Data Glove, an interface for Virtual Reality.

1989 -- Voyager publishes (on floppy!) the first of its Expanded Books series. These electronic books use HyperCard to provide images, links, and bookmarks for classic books. NewTek releases the Video Toaster, an Amiga based video editor. SoundBlaster is released as the first mainstream audio standard for the PC.

1990 -- Microsoft introduces Windows 3.0 with **multimedia** extentions. Adobe releases Photoshop and Autodesk releases 3D Studio. Voyager publishes **Multimedia** Beethoven on CD-ROM integrating hypertext, graphics and CD quality music examples.

1991 -- Philips and Sony introduce Compact Disc Interactive (CDi), a **multimedia** system for the consumer. They ultimately invest \$1 billion in the development and introduction of this system. Tim Berners Lee introduces the WWW. Quicktime brings video to the user's desktop computer. Adobe introduces Premier video editing software.

1992 -- The Residents publish Freak Show, a richly illustrated music CD-ROM. The Sega CD is released being the first consumer set-top box with a CD-ROM (attached to the 16-bit Genesis).

1992 -- The video compression standard called MPEG 1 is finalized, making the delivery of video and audio in digital systems practical.

1993 -- Double-speed CD-ROM becomes standard. The 3DO "multiplayer" is released. The Mosaic web browser brings a better GUI to the net. Two landmark computer games accelerate the game industry's dominance: MYST and DOOM. Atari releases the Jaguar a "64bit" game machine using two 32bit processors.

1995 -- Microsoft introduces Windows 95. Sun Microsystems gives web programming a boost with Java.



1996 -- Nintendo introduces the N64, the first true 64bit cartridge game machine, based on SGI technology.

1997 -- Philips, Sony, Toshiba and Panasonic introduce the DVD standard, based on MPEG II. Microsoft introduces DirectX, a technology that allows PC games to address the hardware directly in Windows, standardizing game development for the PC.

1998 -- The Internet establishes itself as a true **multimedia** delivery platform with the speed of DSL and the wide popularity of the MP3 music/audio format. The vast growth in cellular phones and hand-held devices and game machines makes **multimedia** portable.

1999 -- MPEG-4 standard was finalized at the end of 1999. This standard provides an integrated format for all kinds of media: "The MPEG-4 standard addresses the coded representation of both natural and synthetic (computer-generated) audio and visual objects. MPEG-4 Systems was developed to provide the necessary facilities for specifying how such objects can be composed together in an MPEG-4 terminal to form complete scenes, as well as how they should be multiplexed for transmission or storage. The term terminal is used here in a generic sense, and of course includes computer programs hosted on general purpose computers." The Sega Dreamcast is released on 9/9/99 and is

the first game console to ship with an internal modem, supported by Sega.net.

2000 -- Sony introduces the Playstation2. This game machine's features combine almost all the elements of **multimedia** to date. It has a DVD player, extremely high speed graphics (66 million polygons/sec) and audio rendering (up to 48 channels) capabilities.

2001 -- Microsoft introduces the X-Box and Nintendo introduces the Game Cube (fall), each with capabilities exceeding the Playstation 2. Features for the X-box include modem and internal hard-drive. The Game Cube features a proprietary 3" CD format and linking to the Game Boy Advance hand-held.

2002 -- Continued advances in portable computing, cellular internet connection, multiplayer gaming, and next-generation titles. With the dot.com crash fading into **history**, both console and on-line gaming continue to grow with advances in graphics and hardware applications. Apple adds DVD authoring to digital video editing on the desktop with iDVD.

2003 -- Nokia announces the N-gage, first to address the mobile phone gaming industry by creating a game machine that is a phone. nVidia delivers gForce graphic technology allowing real-time animation quality graphics for games.

2004 -- Sony plans to announce both the Playstation 3 and a new hand-held system that reports to be a new way of delivering entertainment media. Microsoft is also planning for the release of the X-Box 2. Apple is also riding high on the enormous success of the I-pod, a computer dock-able, portable MP3 player. Other companies are flooding the market with competing products. Wy-fi and Airport technologies are bringing wireless internet hubs to many coffee shops and other locations where users gather in public.

Sources: Understanding HyperMedia 2.000, Internet research

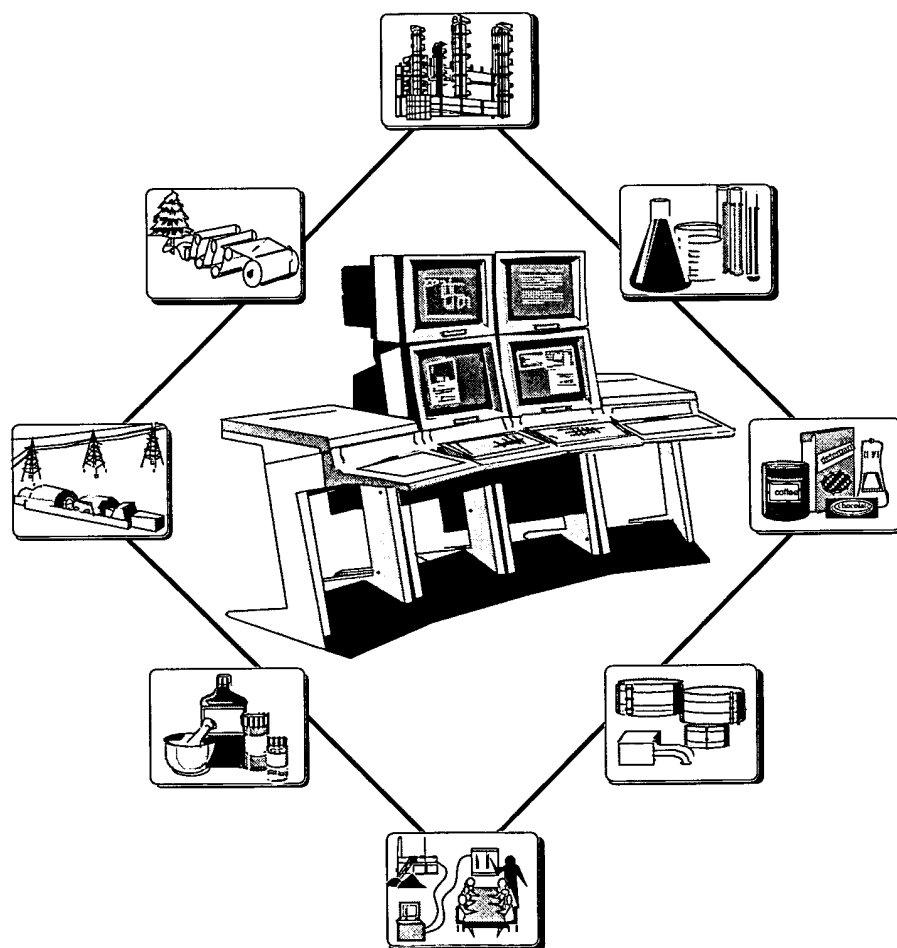
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Universal Station Specification and Technical Data

US03-500

R510

3/96



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APP5 & REC1

- Perform Overview and Group edit functions.
- Initiate other system functions.

Plant Process Displays

The hierarchy of the process display types is shown in Figure 4. Included are Honeywell-provided standard displays as well as user-built graphic displays. These displays provide information to the process operator and permit changes to parameters in the process area for which the operator is responsible. The terms area, unit, group, and detail refer to increasing levels of detail as follows:

- **Area Displays** summarize the operating condition and trends of the data points that make up the area assigned to the station.
- **Unit Displays** summarize the operating condition and trends of the discontinuous and continuous operations in the units (subdivisions of areas) assigned to the current area.
- **Group Displays** show values and status for up to 8 data points that form a group, display trends within the group, or present status and sequence information for process modules.
- **Detail Displays** present all of the operating parameters and limits for individual data points and process modules.

Operating Displays

The primary operating displays include the Group, Detail, and user-built Graphic Displays. An Overview Display is also available.

Up to 400 operating **Group Displays** can be defined, each of which can contain parameters and action targets for up to 8 data points. A given data point can appear in any number of groups. See Figure 5.

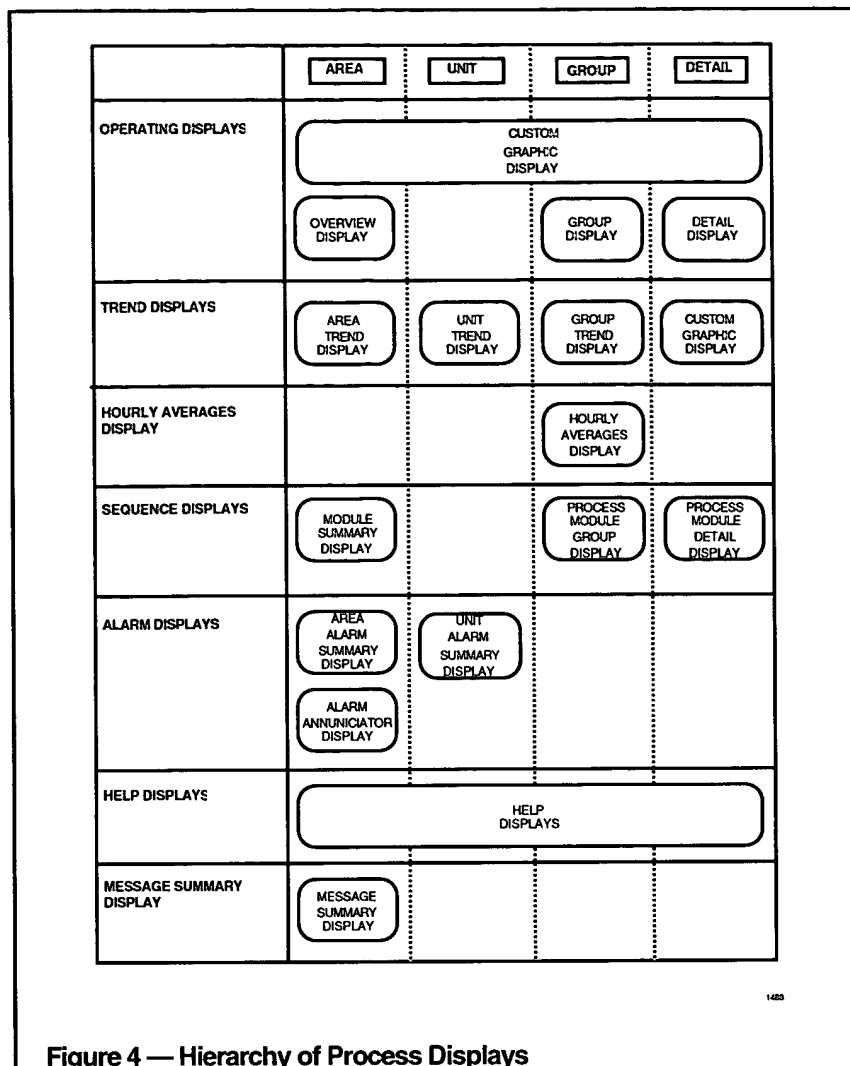


Figure 4 — Hierarchy of Process Displays

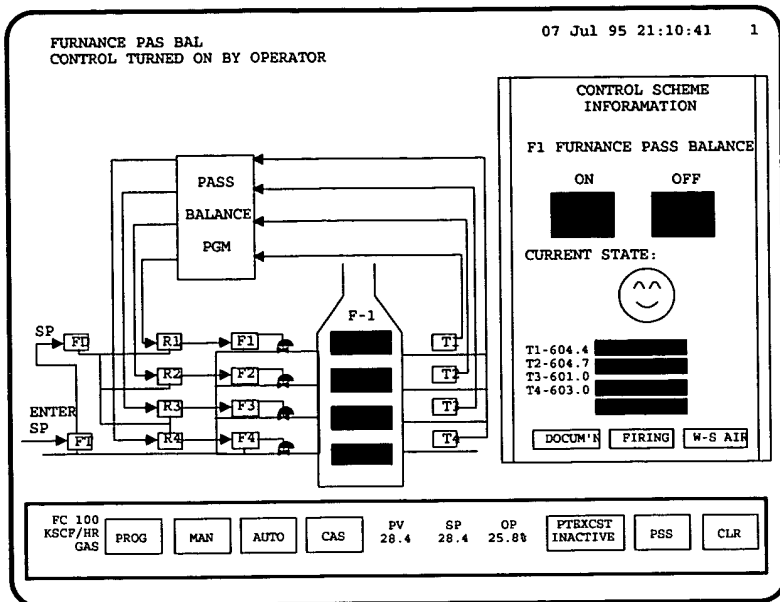
The **Detail Display** presents detailed information for a single data point (Figure 6).

- Perhaps the most powerful of all operating displays are the **Custom Graphic Displays** (Figures 7 and 8), which are designed by the user and, therefore, can be based on concepts and practices that are unique to the user's plant. They can contain graphic, textual, behavioral, and trend information and represent a whole area, a unit, or a single point. Graphics can be linked to many of the standard process displays and can themselves have targets that allow cursor selection of other graphics or standard displays.

They can be used to make changes in process parameters, they can be used for control, and alarms can be displayed in a variety of ways. Because they can be stored on History Modules, cartridge disks, and floppy disks as well as in Universal Station memory, the total number of Graphic Displays that are available to the operator can be virtually unlimited. In addition, Graphic Displays can be duplicated on separate HMs, providing disk redundancy for critical displays.

1 Graphic displays can be built so that the operator can monitor and manipulate the process directly from them. Both continuous and discontinuous processes can be managed from graphic displays. Basically, any data point parameter or sequence can be monitored and manipulated from any graphic display.

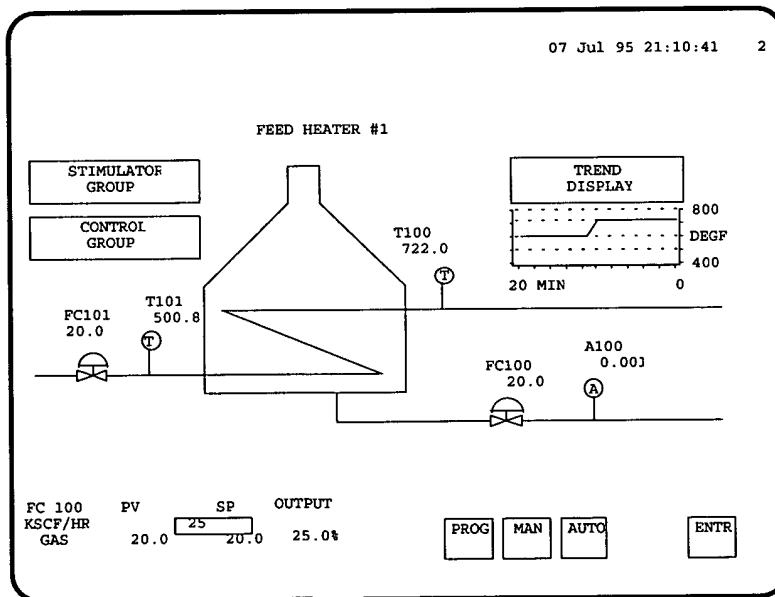
2 Graphic behaviors such as blinking, color changes, bar graphs, appearance of subpictures, and numeric values can be controlled by parameters of data points. Additionally, process alarms can be acknowledged from graphic displays.



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Figure 7 — Graphic Display

The ability to bring another live display into a designated area within an existing graphic display is another convenient feature available for use on graphic displays. These process-related displays can include key information such as trends, process curves, batch totals, recipes, averages, operator messages, alarm handling information, and efficiency calculations. This feature allows the operator to bring up this other process-related data without switching to another graphic. The Trend Display in the illustration at the right is such an overlay and can be deleted by the operator at will.



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Figure 8 — Graphic Display with Trend Overlay

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Alarm Displays

Alarm displays are used in conjunction with the alarm-annunciation mechanisms in the Universal Station to notify the operator of alarm conditions that can cause a process upset. The operator is notified of **plant process alarms** (caused by abnormal or important events and conditions in the process) and **TDC 3000^X system alarms** (caused by a failure in an LCN module or in a process-connected device).

Process alarm conditions are assigned one of seven priorities as shown in Table 1.

Alarms are collected in the appropriate Unit Alarm Journal in a History Module, if a History Module is present. The number of alarms saved in the History Module is specified by the engineer.

When an alarm occurs, the following takes place:

- The ALARM SUMM key on each Operator's Keyboard in the appropriate console begins to flash. Other keys can be assigned to light, to indicate the unit in which a process alarm occurs. Alarm contacts close to activate one of three external, user-supplied annunciators or other devices.
- The alarm message is stored in the Unit Alarm Journal (if a History Module is present), printed on the assigned printer at the console, and entered

(flashing) in the appropriate alarm displays.

- Flashing of an alarm in the displays continues until acknowledged, and the ALARM SUMM key flashes until all alarms have been acknowledged.
- The alarm indications remain until the alarm condition is corrected.

There are three alarm displays available. The **Area Alarm Summary Display** and the **Alarm Annunciator Display** are described in Figures 12 and 13. The **Unit Alarm Summary Display** is similar to the Area Alarm Summary Display and lists up to 100 of the most recent alarms of all priorities for a given unit. The operator can acknowledge alarms and call up other Unit Alarm Summary Displays, from either of these displays, by using the annunciator boxes as targets. There are up to 36 Unit Alarm Summary Displays, 1 for each unit configured.

Help Displays

The Help Display feature allows the user to build displays that provide assistance to the operator. These displays can be assigned to standard process displays and are accessed by the operator by pressing the HELP key. A Help Display can be any of the standard displays or a user-built display that might contain special operating instructions.

Message Summary Display

The operator can observe, acknowledge, and confirm messages issued by the Control Language sequence programs through the Message Summary Display. This display has up to 4 pages and is a listing of the 96 most recent Control Language messages that have been issued to the operator. The listing is in reverse chronological order, with the most recent message at the top of the list. Each message contains a message-status character, the time of the message, a unit identifier, a point identifier, and the message text. The message-status character indicates actions that the operator must perform, such as acknowledge and confirm the message.

TDC 3000^X System Displays

- 2 The system displays show the assignments and status of the modules on the LCN and the process-connected devices on the UCNs and Data Hiways and provide the means to define and change assignments or change the status. The **System Status Display** (Figure 14) is called up by pressing the **SYST STATS** key. Most other TDC 3000^X System Displays can be accessed through targets on this display.

System Status Display

- 3 The System Status Display provides detailed status information for each node on the LCN. In addition, the display provides an easy method of loading any combination of LCN nodes as well as loading a pre-configured list of nodes. Support is also provided for customizing the System Status Display. The display can be customized to display one to five pages of information and can also be customized on a console by console basis.

Table 1 — Alarm Priorities

Priority Level	Universal Station Action	History Module Action
Emergency	Display and print alarms	Journal
High	Display and print alarms	Journal
Low	Display and print alarms	Journal
Journal	None	Journal
Printer	Print Alarms	None
JNL Print	Print Alarms	Journal
No Action	None	None

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These engineering-related functions are accessed through the Engineering Personality Main Menu Display, which can be called up from the Engineer's Keyboard at any time if Universal Personality software exists in the Universal Station. Following the selection of a function, the Universal Station provides the process engineer with access to the various features of that function.

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ENGINEERING PERSONALITY MAIN MENU

UNIT NAMES	HIWAY GATEWAY	PICTURE EDITOR
AREA NAMES	LOGIC BLOCKS	FREE FORMAT LOGS
CONSOLE NAMES	APPLICATION MODULE	BUTTON CONFIGURATION
LCN NODES	COMPUTING MODULE	HM HISTORY GROUPS
SYSTEM WIDE VALUES	NETWORK INTERFACE MODULE	
VOLUME CONFIGURATION		
		DOCUMENTATION TOOL
	BUILDER COMMANDS	AREA DATABASE

Support Functions and Utility Program

COMMAND PROCESSOR	SYSTEM MENU	SYSTEM STATUS	CONSOLE STATUS	
SUPPORT UTILITIES	SMCC/ MAINTENANCE			

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Figure 16 — Engineer's Main Menu

- monitors and manipulates the process.
- Support Function** activities support the above groups of activities, as necessary. Support Functions include command processor operations such as copying files, creating program source files, and building CL message libraries; system menu operations such as checking how data points are distributed in the system; system status operations such as checking status of modules; and console status operations such as checking the status of Universal Stations and Universal Work Stations.

The forms-management capability of the Universal Station plays a significant part during configuration by presenting the process engineer with preformatted displays into which configuration information is to be entered. These preformatted displays also list alternative values that can be entered into the form by selecting

a target associated with the desired value. In addition, most entries have reasonable default values that can be accepted without further action by the engineer.

Building Data Points

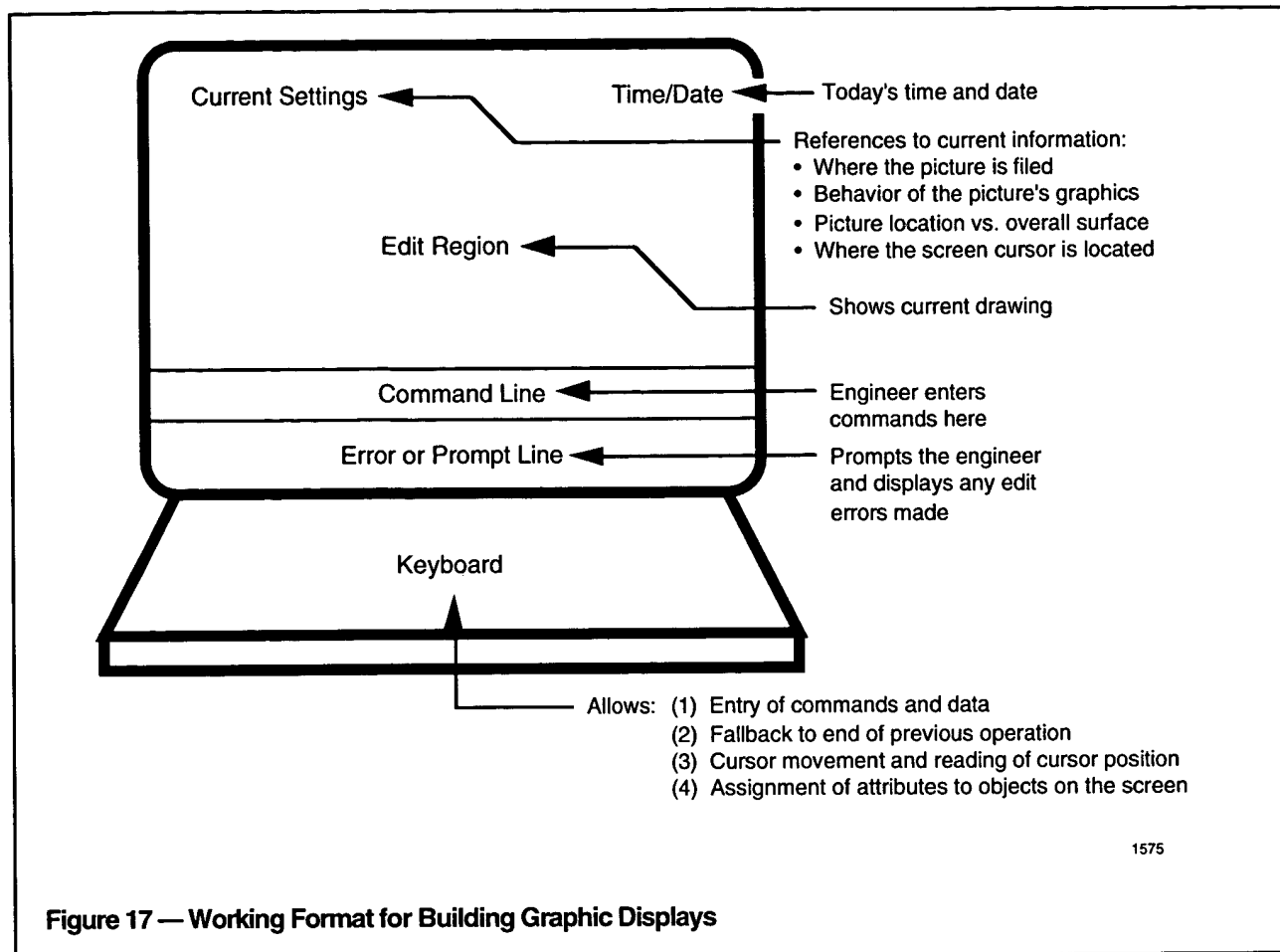
This function uses the Data Entity Builder (DEB) to build, modify, or delete data points. A data point is a database structure used by the system to represent such entities as a physical input or output or a control calculation. The process engineer can select from two modes for building points: in the first mode, the engineer enters the information to build the data points; in the second mode, called *exception building*, data points are automatically built from files that contain previously defined data points, with the engineer entering only the information that differs from that in the original points.

The engineer can also create a template for a data point of a certain type. These templates contain specified default values for the

parameters. Once created, users can modify copies of the templates to easily create other data points with slightly different parameters. The back-build feature of the Data Entity Builder is also used to review and modify data points in the system.

Building Graphic Displays

The process engineer uses the display-building function provided by the Picture Editor to create dynamic process-graphic displays. The Picture Editor allows the engineer to create, modify, and delete pictures by working with the picture itself. Thus, the process engineer can quickly and easily build powerful interactive custom displays without resorting to programming languages. The process engineer can use standard characters or addressable dots to build graphic displays. Figure 17 shows the working format provided by the Universal Station through which graphic displays are built.



Key features of the Picture Editor are as follows:

- **Line Drawing**—Lines can be drawn between any two points on the picture. This allows the process engineer to easily build representations of pipes, lines, etc.
- **Polygons**—Realistic representations of plant equipment such as valves, pumps, and vessels can be constructed. Both filled and wire-frame polygons are supported.
- **Display of Process Variables**—The value of a process variable can be represented in numeric form, with textual information such as data-point descriptions.

- **Bar Graphs**—Process variables can be represented as dynamic bar graphs. Both horizontal and vertical bars of any length or width are supported.
- **Behavior of Display Objects**—The color, blinking, and intensity of objects in the display can be controlled, based on the value of the process variable. This allows abnormal conditions in the process to be represented by a corresponding change in a graphic display. For example, a blinking red pump might represent an alarm on that piece of equipment.
- **Subpictures**—Once a picture has been built, it can be added to any other picture as a subpicture. Thus, the process engineer can construct an

image of an object such as a pump or valve only one time and quickly add it to a picture. The subpicture can be added to a picture, or many pictures, as required. This eliminates drawing the same subpicture over and over again. The subpicture can be added with its behavior intact, or the process engineer can choose that the subpicture has the same behavior of the picture to which it is added. The process engineer can also modify parts of the subpicture's behavior after it is added to the picture. For some subpictures, the engineer can specify that a particular data point provides the value that is to be displayed. To make the subpicture more flexible, the engineer can add the parameters that are to be

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displayed rather than the particular value.

- **Scaling of Graphics**—A graphic can be scaled when it is built or when it is added to a display. A process engineer can build detailed graphics as a large image and later shrink them to the desired size, or modify the size when adding them to a picture. Thus, a subpicture of an often-used item, such as a pump, can be built in one size and added to several displays in different sizes.
- **Interactive Displays**—The touch-target capability of the Universal Station allows the process engineer to create pushbutton keys by drawing them as touch targets on a display. These serve as function keys that call up related displays and allow changes to process variables. The keys are supported by the keyboard and optional touchscreen, mouse, or trackball.

Preparing, Compiling, and Linking Control Language Programs

3 This function allows the process engineer to use the Universal Station to prepare, compile, and link Control Language (CL) programs. Control Language programs allow the process engineer to define custom-control action in an Application Module (CL/AM), to define sequence programs for a Process Manager (CL/PM), Advanced Process Manager (CL/APM), High Performance Process Manager (CL/HPM), and Multifunction Controller (CL/MC), and to define custom data segments for the Application and Computing Modules.

Control Language is a process-oriented language, designed for process and application engineers. With Control Language, engineers can solve process problems, even if they are not experienced

software engineers. Control Language is most beneficial when used to implement small process programs that require unsophisticated calculations. High-level programming languages are used in host computers to implement larger or more complex programs.

The following are some of the features of Control Language:

- Step-oriented sequence structure that consists of primary and secondary sequence programs.
- Process-related language statements such as assignment, control, delay, communication, and termination.
- A set of useful arithmetic, logical, logarithmic, and trigonometric operators.
- Branch-on-condition statements.
- Operator messages.
- A powerful abnormal-condition handling capability.
- Easy ways to establish operator communication.

These features make it easy for a process engineer to translate a process control scheme into a Control Language program. A Control Language Compiler/ Linker is provided in the Universal Station.

The process engineer can also use the Universal Station to test Control Language programs to ensure that the programs are operating properly before linking them to data points that are in service.

Building Logs and Reports

The engineer specifies the content and output schedule for preformatted logs, journals, and printed trends. He also can define specialized log formats by using the Free-Format Log Builder.

Specified logs (both preformatted and free-format), journals, and

printed trends can be combined into reports. These reports are scheduled independent of the print frequency for the included items.

Editing Files

This function allows the process engineer to use the Text Editor to build and modify files. It offers screen-editing functions that include copy, move, and character-string search.

Using Utility Programs

The process engineer Universal Station software provides access to utility programs to do the following:

- List volumes and files
- Format/initialize cartridge disks, floppy diskettes and History Module-volume names
- Save/restore files
- Save/restore continuous history
- Copy, verify, delete, print/display, and rename files.
- List the names of items with specified connections to other items in the database.
- Query function for all point data bases.

Calling Up System Function Displays

When the Universal Station is loaded with the Universal Personality software, all operator and engineering functions are accessible at any time. When the universal personality is in use, an operator or supervisor has read-only access to engineering functions, while still being denied change privileges because of the keyswitch lock-out.

Maintenance Functions

When faults occur in a TDC 3000^X system, they are typically isolated by built-in tests and diagnostics

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Physical Description

The Universal Station is available in two versions. One is a classic designed furniture module (see Figure 19) that encloses a 48 cm (19 in.) high-resolution color CRT, an Operator's Keyboard, and an electronics module. The second version known as the "Ergonomic" version, has updated,

ergonomically designed styling and utilizes a 53 cm (21") high resolution CRT (see Figure 20). A number of optional peripherals and accessories are available, as described under Universal Station components .

Universal Station Components

Groups of Universal Stations can be clustered into a TDC 3000^X

Operator Console, as shown in Figure 19 and with additional CRTs mounted in an upper tier as illustrated in Figure 20.

The Operator Console has been designed as an integrated work place to support all the devices that process operators require to efficiently do their jobs. The console is a flexible and configurable system of housings

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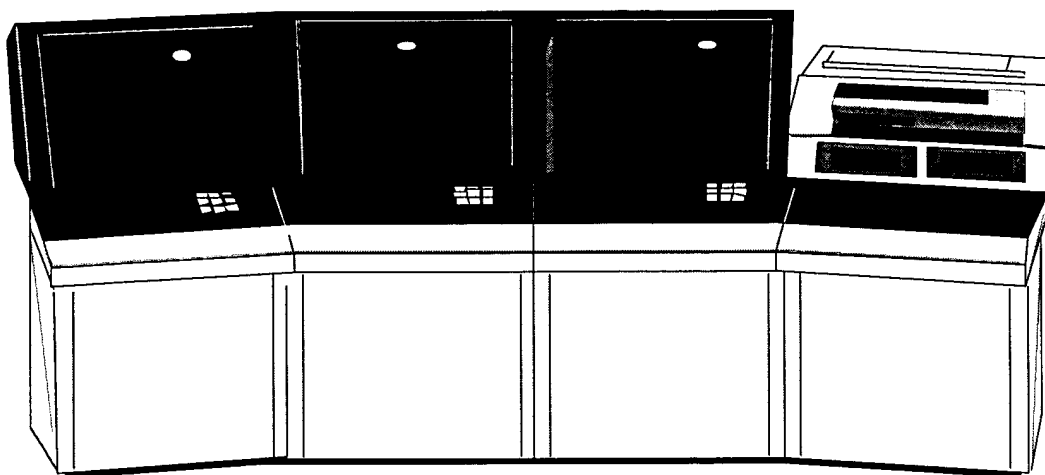


Figure 19 — Operator Console (Classic Furniture)

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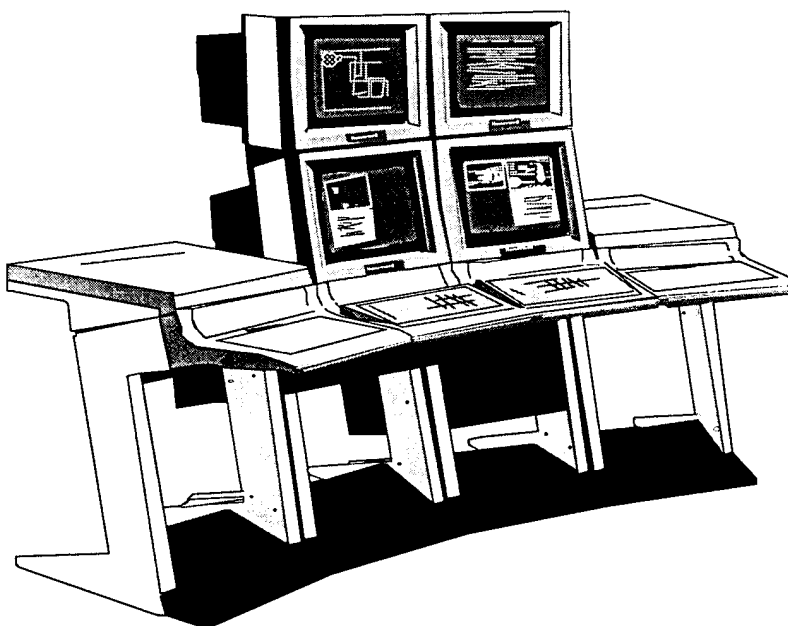


Figure 20 — Operator Console with Upper Tier (Ergonomic Furniture)

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for the CRT, keyboards, electronic modules, and peripheral devices such as disk drives, printers, trend-pen recorders, and other auxiliary equipment.

The console has been designed to provide the operator with optimal viewing of the CRT screen, and interaction with the screen and keyboards. The profile of the console has been designed to permit viewing of the surrounding control room from a seated position.

The console requires a minimum of valuable control-room space. Regardless of the number of Universal Stations in an Operator Console and the mix of options chosen, the operating procedures for the system remain the same.

The Operator's Keyboards are spill-proof membrane keyboards with touch-keys that provide audible feedback when a key is pressed.

The keys are organized to make the operator's demands for information and interaction with the process as quick and as easy as possible. The keys on the right are grouped by related functions. Functions of the 86 keys on the left are defined by the process engineer during system

configuration. Some keys incorporate software-controlled red and yellow Light Emitting Diodes (LEDs) that can be used to prompt the operator or to indicate function status. Forty of the keys on the left have LEDs which can be configured to reflect the process alarm status of points or units. Some keys are also color-coded for easy recognition. The keyboard provides an audible warning if the operator makes an invalid keystroke, or when more than one key is pressed at the same time.

Electronics Chassis

The Universal Station is equipped with a dual-node chassis which can contain two nodes (for example, two independent Universal Stations) in the same chassis. The chassis contains a fan assembly and two power supplies independently furnishing power to each of the nodes.

Operator's Keyboards

The Operator's Keyboard is supplied in one of two different keyboard layouts.

The QWERTY arrangement, shown in Figure 21, has the alpha keys arranged like those on a standard typewriter keyboard.

The alphabetic arrangement, shown in Figure 23, has the alpha keys arranged in ABC fashion.

Engineer's Keyboards

Figure 22 illustrates the "roving" keyboard which can be plugged into any of the stations. It includes a standard QWERTY typewriter keyset, a separate numerical keypad, cursor and tab-control keys, special-function keys, and 17 function keys that, when used together with the SHIFT and CTL keys, provides 51 virtual function keys. These 17 keys are configurable using the standard US button configuration function; therefore, like the configurable keys on the Operator's Keyboard, they can be assigned by the user to perform any desired existing function. The roving keyboard can be unplugged and removed from the Universal Station when not needed.

The Ergonomic Console version of the Universal Station can optionally be equipped with the Integrated Keyboard (IKB). The IKB combines an operator's keyboard and an engineer's keyboard in an ergonomically designed package. In addition to providing the same functionality as the operator and engineer keyboards, the IKB

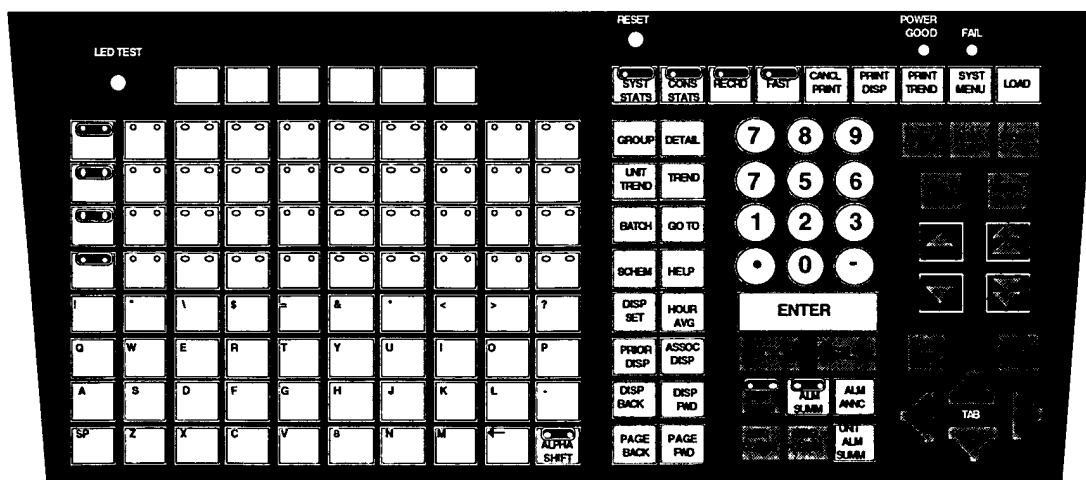


Figure 21 — Operator's Keyboard with QWERTY Layout

4416

AppN: 09/877,729 (Wakefield) GAU 2174 8 OF 9

contains five additional buttons for invoking standard displays and an optional fixed trackball. (See Figure 24)

Pointing Devices

A **touch screen** is a time-saving option available for the Universal Station. When equipped with this option, the CRT has a touch screen cursor positioner, which is a sensor frame that is placed around the face of the CRT and is mounted flush with the enclosure. Finger positioning at any location on the screen causes the cursor to move to that location. If a screen target exists there, "selection" of that target will occur when the finger is withdrawn.

Instead of the touch screen, the Universal Station can be optionally equipped with a "**trackball**" for positioning the cursor on the screen. When present, the trackball is located in front of the Operator's Keyboard, and can be quickly repositioned to either the right or left side of the surface for the convenience of each individual user. The Ergonomic version at the Universal Station also supports a mouse.

Removable Media Drives

The Universal Station can be equipped with one or two **Cartridge Disk Drives**. The disks are 5¹/₄ inches in diameter, and each has a data-storage capacity of 35 or 150 megabytes.

Mounting locations integral to the console furniture, and within easy reach of the operator, are provided.

Hard Copy Printers

Two **dot-matrix printers** are available. Both are tractor-feed devices, and can provide the screen-print function.

One model is capable of printing 132 ASCII characters per line at a speed of 250 characters per second, while the other has a printing capacity of 136 characters per line at a speed of 400 characters per second. They can be conveniently located on a console table top, as illustrated in Figures 19 or on printer pedestals.

Trend Recorders

Trend Pen Recorders providing up to 8 Pens for each Universal Station can be mounted in a console extension above the CRT in full view of the operator.

Network Extenders

The Universal Station accommodates a **Local Control Network Extender (LCNE)** or a **Local Control Network Fiber Link (LCNFL)**. These devices are for use with fiber optic cables, and are described in the *Local Control Network Specification and Technical Data*.

2

AppN: 09/877,729 (Wakefield) GAU 2174 9 OF 9



Award for Creative Merit

presented to

Franz Wakefield

in recognition of excellence in An Artistic Discovery

the 1989 Congressional Art Competition

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TOM FOLEY
Speaker of the House

Bob Carr
BOB CARR
Chairman, Congressional Arts Caucus

Jamie Wyeth
JAMIE WYETH
Artist

Richard A. Gephardt
RICHARD A. GEPHARDT
Majority Leader

James M. Jeffords
JAMES M. JEFFORDS
Vice-Chairman, Congressional Arts Caucus

Peter Max
PETER MAX
Artist

Robert H. Michel
ROBERT H. MICHEL
Minority Leader

George M. White
GEORGE M. WHITE
Architect of the Capitol

Member of Congress



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33169 SFOA

STUDENT NAME: FRANZ A WAKEFIELD
SOCIAL SECURITY NUMBER: [REDACTED]
DATE OF BIRTH: AUGUST 31, 1974
GENDER: MALE
BASIS OF ADMISSION: HIGH SCHOOL
COLLEGE: ENGINEERING
MAJOR: CHEMICAL ENGINEERING

1 PAGE NO.: 01

FRANZ A WAKEFIELD
17781 NW 14 COURT
MIAMI FL
33169

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Barbara Talmadge
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University Registrar



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MIAMI-DADE CMTY COLLEGE

1989 FALL

ART 0280 VISUAL ARTS WRKSHOP M A 3.00 3.00
EARNED HRS 3.00 GRADE PTS 12.00 HRS CARRIED 3.00

MIAMI-DADE CMTY COLLEGE

1990 WINTER

ART 1200 BASIC DESIGN 1 A 3.00 3.00
ART 1300 DRAWING A 3.00 3.00
EARNED HRS 6.00 GRADE PTS 24.00 HRS CARRIED 6.00

MIAMI-DADE CMTY COLLEGE

1990 SPRING

ARH 1006 ARH 1006 A 0.00 0.00
ART 1330 FIGURE DRAWING R B 3.00
EARNED HRS 0.00 GRADE PTS 0.00 HRS CARRIED 0.00

MIAMI-DADE CMTY COLLEGE

1991 WINTER

ART 1202 BEGINNING DESIGN 1 B 3.00 3.00
ART 1330 FIGURE DRAWING B 3.00 3.00
EARNED HRS 6.00 GRADE PTS 18.00 HRS CARRIED 6.00

MIAMI-DADE CMTY COLLEGE

1991 SPRING

ARH 2008 VISUAL FUNDAMENTAL 3 B 3.00 3.00
ART 1203 BEGIN DESIGN 2 B 3.00 3.00
EARNED HRS 6.00 GRADE PTS 18.00 HRS CARRIED 6.00

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APP6 & REC2

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UNIVERSITY OF FLORIDA 5EG 1998 SPRING

CHM 1020	BAS CHEM CONCEPT/APPL	A	3.00	3.00	3.00
ECH 3203	CHEM ENGR OPER 1	B	3.00	3.00	3.00
ECH 4123	CHEM ENGR THERMODYN 2	A	4.00	4.00	4.00
ECH 4504	CHEM KINETICS & PROC	B	3.00	3.00	3.00
EARNED HRS	13.00	GRADE PTS	46.00	HRS CARRIED	13.00

UNIVERSITY OF FLORIDA 5EG 1998 SUMMER
MAY-AUGUST - 12 WEEKS

WITHDREN JUL 31 1998

EEL 3003	ELEMENTS ELECT ENGR	W	3.00		
LIN 3010	INTRO TO LINGUISTICS	W	3.00		
MAN 3025	PRINS OF MANAGEMENT	W	4.00		
MAR 3023	PRIN OF MARKETING	W	4.00		
EARNED HRS	0.00	GRADE PTS	0.00	HRS CARRIED	0.00

UNIVERSITY OF FLORIDA 5EG 1998 FALL

ECH 4323	PROC CONTROL THEORY	B+	3.00	3.00	3.00
ECH 4323 L	CHEMICAL ENGR LAB 5	B+	1.00	1.00	1.00
ECH 4403	CHEM ENGINEER OPERA 2	B+	3.00	3.00	3.00
ECH 4524	REACTOR DYN & DESIGN	A	2.00	2.00	2.00
ECH 4604	SYN SPEC ECON PROC	A	3.00	3.00	3.00
EARNED HRS	12.00	GRADE PTS	44.50	HRS CARRIED	12.00

UNIVERSITY OF FLORIDA 5EG 1999 SPRING

ACG 2021 C	INTRO FINAN ACCOUNTNG	B	4.00	4.00	4.00
ECH 4224 L	CHEM ENGR OPER LAB 1	A	3.00	3.00	3.00
ECH 4264	ELEM TRANSPORT PHEN	B	3.00	3.00	3.00
ECH 4644	PROCESS DESIGN	A	3.00	3.00	3.00
ECH 4824	MATERIALS OF CHEM ENGR	B	2.00	2.00	2.00
EARNED HRS	15.00	GRADE PTS	51.00	HRS CARRIED	15.00

UNIVERSITY OF FLORIDA 5EG 1999 SUMMER
STUDY ABROAD IN FRANCE
A UF APPROVED OVERSEAS STUDIES PROGRAM
COURSES IN PROGRESS

UNIVERSITY OF FLORIDA 5EG 1999 SUMMER

(SEE NEXT PAGE)

2 OF 3
GAU 2174
(WAKEFIELD)
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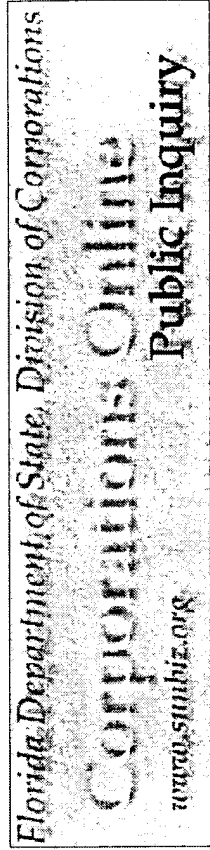
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UNIVERSITY OF FLORIDA SEG 1999 SUMMER
MAY-AUGUST - 12 WEEKS
ECH 4404 L CHEM ENG OPER LAB 2 B 2.00 2.00 2.00
EEL 3003 ELEMENTS ELECT ENGR I 3.00 3.00
MAN 3025 PRINS OF MANAGEMENT B 4.00 4.00 4.00
EARNED HRS 6.00 GRADE PTS 18.00 HRS CARRIED 9.00

UNIVERSITY OF FLORIDA SEG 1999 FALL
ECH 4934 PROFESSIONAL SEMINAR B+ 1.00 1.00 1.00
EEL 3003 ELEMENTS ELECT ENGR C 3.00 3.00 3.00
FIN 3408 BUSINESS FINANCE C 4.00 4.00 4.00
AWARDED BACHELOR OF SCIENCE IN CHEMICAL
ENGINEERING
GRADUATED DEC 18 1999
MAJOR CHEMICAL ENGINEERING
MINOR BUSINESS ADMINISTRATION

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APP6 & REC3

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COOLTVNETWORK.COM, INC.

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MIAMI FL 33169 US
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MAILING ADDRESS

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WAKEFIELD, FRANZ A 17731 NW 14TH CT. MIAMI FL 33169
Address Changed: 05/01/2003

Officer/Director Detail

Name & Address	Title
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APP6 & REC3

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WAKEFIELD, FRANZ A
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Annual Reports

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2003	05/01/2003
2004	08/30/2004

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Corporations Inquiry

Corporations Help

Appn: 09/877,729 (Wakefield) GAU 2174 2 OF 2



Dow U.S.A.

The Dow Chemical Company
P.O. Box 150
Plaquemine, Louisiana 70765-0150



February 2, 1999

MBA Office of Admissions
Stanford University Graduate School of Business

Dear Admissions Evaluator:

This letter of recommendation supports Franz Wakefield in his application for entrance into your program. The applicant worked under my supervision for 5 months as a Coop Engineer on a large capital project.

Franz performed extremely well as a member our project team. His personality was a good fit with other team members. His out-going manner worked well with coworkers of all levels, from the production workers to the managers. His performance was excellent on the project.

His job was to create an operating interface to marry the new computer system with the Production Operator's needs. He used much creativity, good technical skills, and problem-solving ability to accomplish his job. He finished his project a month ahead of schedule and devoted the last month of his work improving the system.

Franz is an extremely motivated individual who has a strong desire to learn. His technical ability is excellent. I believe he has the skills and will make a good leader

Sincerely,

Vernon Darling
Process Control Specialist

APP8 & REC1

Appis Number 09/844,729 (Wakefield) CAU 2174 1 OF 5

SUPERVISOR'S EVALUATION OF STUDENT

Instructions: The immediate supervisor will evaluate the student objectively, comparing them with other students of comparable academic level, with other personnel assigned the same or similarly classified jobs, or with individual standards. Make a copy of the form and keep it for your records, forward original to Professional Placement, Freeport, TX, B-120. Please remember the form must be completely filled in before the signature is obtained.

Date: 3-15-96
 Name: Franz Wakefield
 School: University of Florida
 Work Period: Jan - Apr '96
 Department: TSS "A"

Employee Number: U289783
 Major: Chemical Engineering
 To: _____
 Supervisor: Vernon Darling

- 1 - Far exceeds what is normally expected of a student
- 2 - Well above what is normally expected of a student
- 3 - Slightly above what is normally expected of a student
- 4 - Consistent with what is normally expected of a student
- 5 - Below what is normally expected of a student

DIMENSIONS	COMMENTS	1	2	3	4	5
SAFETY: Demonstrates an awareness of, and concern for, the safety of self and others.	Exhibits Safe Behavior. Complies w/ all Safety Requirements.		X			
TECHNICAL ABILITY: Demonstrates understanding of the technical aspects of the job.	Good Understanding of Technical Matter Relating to Coop Assignment.	X				
PLANNING: Schedules and organizes work efficiently.	Exceptional Planning Skills. Very well at organizing his work plan.	X				
INTERPERSONAL SKILLS: Ability to work well with people of diverse backgrounds and styles.	Franz has worked well with technical staff & operators. His ability to interact with all levels is exceptional.	X				
DECISION MAKING: Ability to come to logical and workable solutions.	Good decision-making Skills.		X			
CREATIVE ABILITY: Ability to develop original, workable solutions to problems.	Extremely creative, conceptualizes and solves problems well.	X				
PRODUCTIVITY: Quantity and quality of relevant work.	Franz has far exceeded the normal Coop work volume.	X				
INITIATIVE: Takes independent action; attempts to influence events to achieve results.	Franz is a self-starter and encourages those who work with him as well.	X				
COMMUNICATIONS: Ability to effectively exchange information orally and written.	Good Communication Skills.		X			
TEAMWORK: Actively supports the team concept through participation as a team member.	Excellent team player. Franz has been a valuable asset to our project team.	X				
OVERALL RATING		X				

(Continued on reverse side)

Complete the Graphical Operator Interface to the TDC3000 system

WHAT FACTORS MOST IMPRESSED YOU ABOUT THIS STUDENT? Tracy has a winning personality combined with the ability to "get things done". He is very organized in his approach to problems and works extremely well as a team player.

WHAT FACTORS MOST CONCERNED YOU ABOUT THIS STUDENT? —

SPECIFIC SUGGESTIONS FOR STUDENT IMPROVEMENT AND GROWTH: Tracy will be an excellent engineer with broader exposure to plant experiences

ADDITIONAL COMMENTS: Excellent Coop

COMPLETE THE FOLLOWING DURING THE FINAL REVIEW:

Should Dow consider this student for full-time employment? X Yes — No

Please indicate why or why not: Tracy would fit well in the "Dow Team"

For what department or function? Plant or Engineering

Employee Signature [Signature]

Date: 3/15/96

Supervisor's Signature [Signature]

Date: 3/15/96

Second Level Signature —

Date: —

ck:12/15/93

Adms Number

09/877,729

(Wakefield) GAU 2174

3 OF 5

Appn: 09/877,729 (Wakefield) GAU 2174



UNIVERSITY OF FLORIDA

College of Engineering
Department of Chemical Engineering

PO Box 116005
Gainesville, FL 32611-6005
Phone: (352) 392-0881
Fax: (352) 392-9513
E-mail: chemical@eng.ufl.edu

Arthur L. Fricke, Professor
February 10, 1999

RE: Franz Wakefield

Ladies and Gentlemen:

Mr Franz Wakefield, a senior student in chemical engineering at the University of Florida, has requested that I write a letter of recommendation for him for admission to the Stanford University Graduate School of Business, and I am pleased to comply with his request.

I have known Mr. Wakefield for more than two years. During that time, he has been a student in three classes that I have taught--Kinetics and Reactor Design, Separation Processes, and Professional Seminar. In addition, I have had many discussions with Mr. Wakefield outside of the classroom environment concerning his progress and aspirations, as I normally do with more than half of the students who take courses from me. Therefore, I have had ample opportunity to form what I believe are valid evaluations of Mr. Wakefield's capabilities, character, personality, and potential for accomplishing his career goals. I have taught chemical engineering for more than 30 years, and more than 1200 different students have taken courses that I have taught during my teaching career. My evaluation of Mr. Wakefield, in as much as is possible, is in comparison with those 1200 students.

I would rank Mr. Wakefield's academic performance as being in the upper 20-25% for students that I have taught, and I have been privileged to have students who are above the average in aptitude for all students at the universities where I have taught. Certainly, if he were to pursue a solely technical career, I have every reason to believe that he would be very successful; however, he has other career goals. He is more interested in a business career.

Mr. Wakefield is extremely personable and outgoing. He is respected and well liked by his classmates and by his instructors. He is highly motivated, but has an even temperament. He works hard and he wants to excel, but he maintains his composure under pressure. His character and personal integrity are beyond reproach, and he is sensitive to the feelings of other people. Mr. Wakefield communicates well verbally, but he also listens well; a rare combination. The few examples of his original writing that I have read are grammatically correct and clear, although (as is the case for the writing of nearly all students) his writing could be improved by revision. Finally, Mr. Wakefield has clearly defined his long range goals and has devised paths for accomplishing those goals.

I follow the careers of many of the students who have passed through my classes. I know of many former students who are in upper management positions in large corporations. At this point, I can honestly say that Mr. Wakefield is equivalent in academic performance, capability,

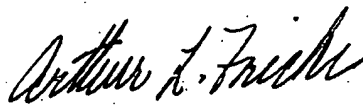
APP8 & REC3

Appn Number 09/8MM, 729 (WAKEFIELD) GAU 2174

personality, integrity, and motivation to any in that group of former students. If he continues to progress, I have no doubt that he will rise to the same level of responsibility.

Obviously, I recommend Mr. Wakefield without reservation for admission to an academic program leading to a Master of Business Administration degree. His career accomplishments after earning an MBA will be a credit to the University of Florida and to your university.

Sincerely,



Arthur L. Fricke, Professor
Chemical Engineering
University of Florida

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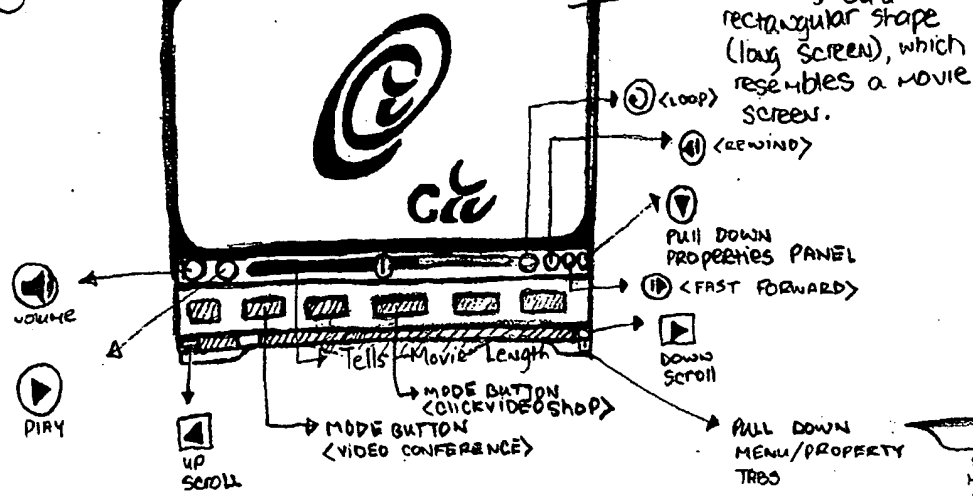
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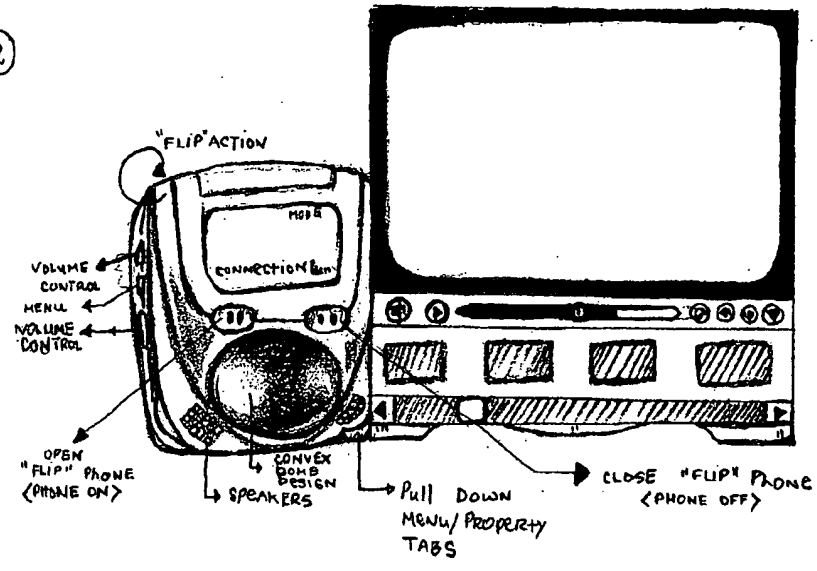
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2



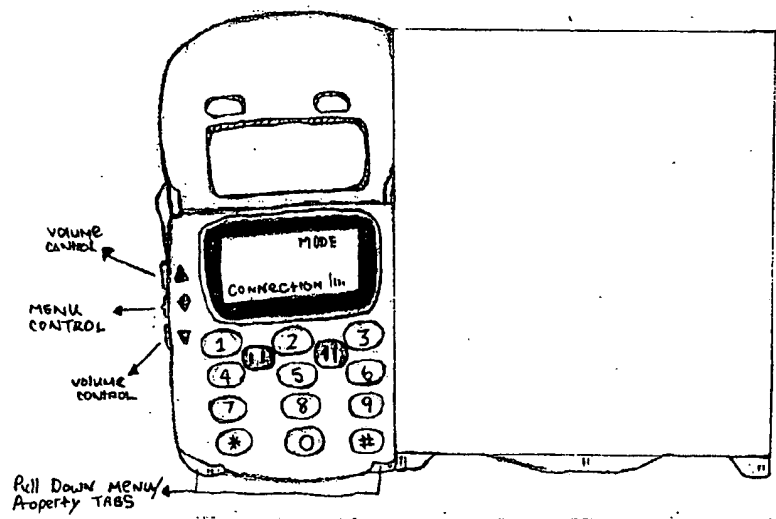
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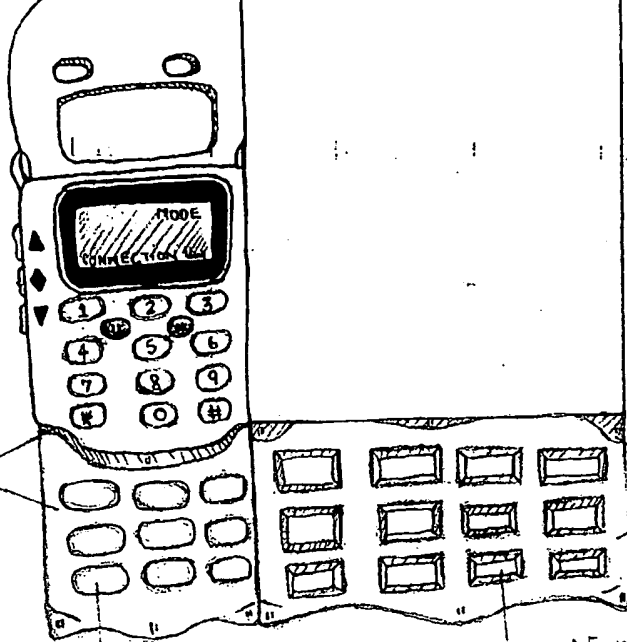
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2/3

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multiple
pull down
property menus

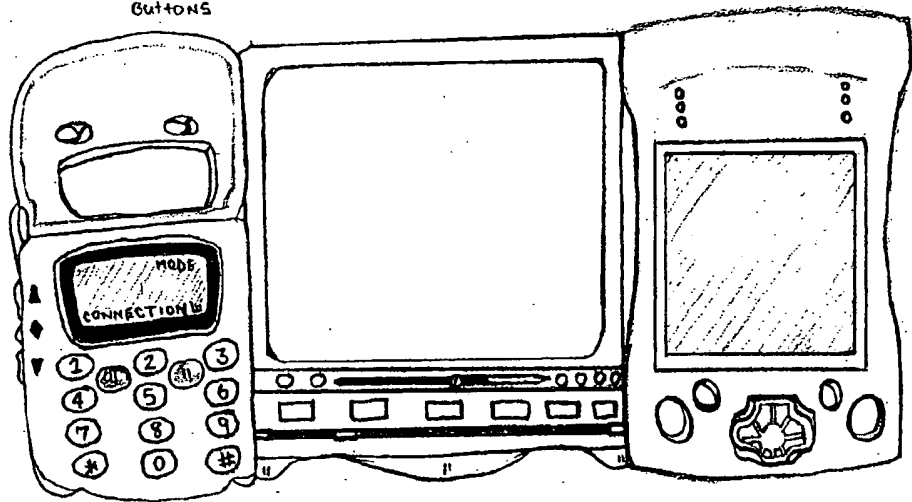


FUNCTION
BUTTONS

multiple pull
down property
menus

FUNCTION BUTTONS

(5)



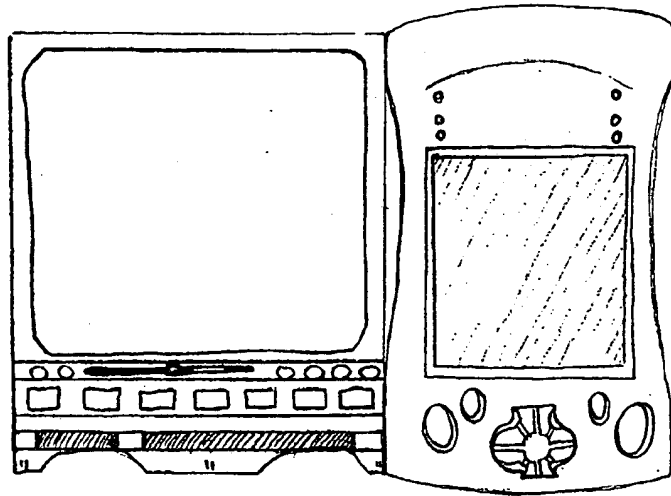
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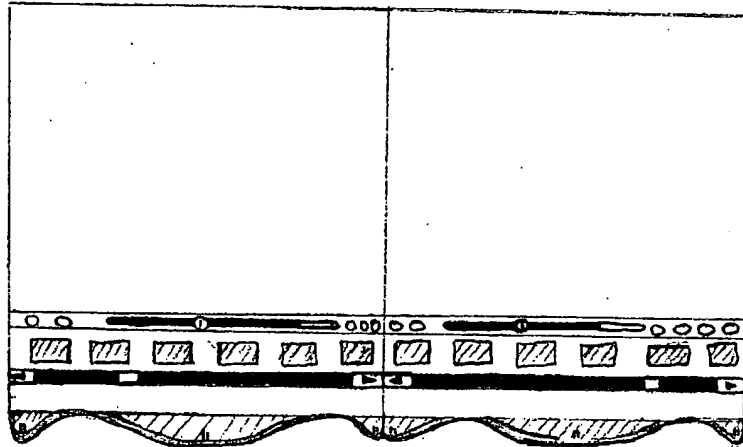
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AppN Number 09/877, 729
(wakefield) GAU 2174
1 OF 3



CONFIDENTIAL

④



- ⑧ * Three Screens, with the 2 outer screens @ a tilt to
MAKE a 3D PANEL.



- * MAKE A "housing" for each view (1-8) that can be used to put advertising (on top of housing), and used to make the entire interface look more uniform. Add some design that incorporates the company icon, maybe the cool static, + links to our other sites (COOL CARTOONS, COOL CAMERADIES... etc.). The "housing" should transform from one view to another smoothly (meaning not change drastically, + have the same theme).
- * These interfaces have to be very professional, futuristic (millinear - with smooth curves, and that shiny dark silver + light silver color), and it has to be easy (soothing) to look @ for hours.

Property of COOL TV Network. COM, Inc.

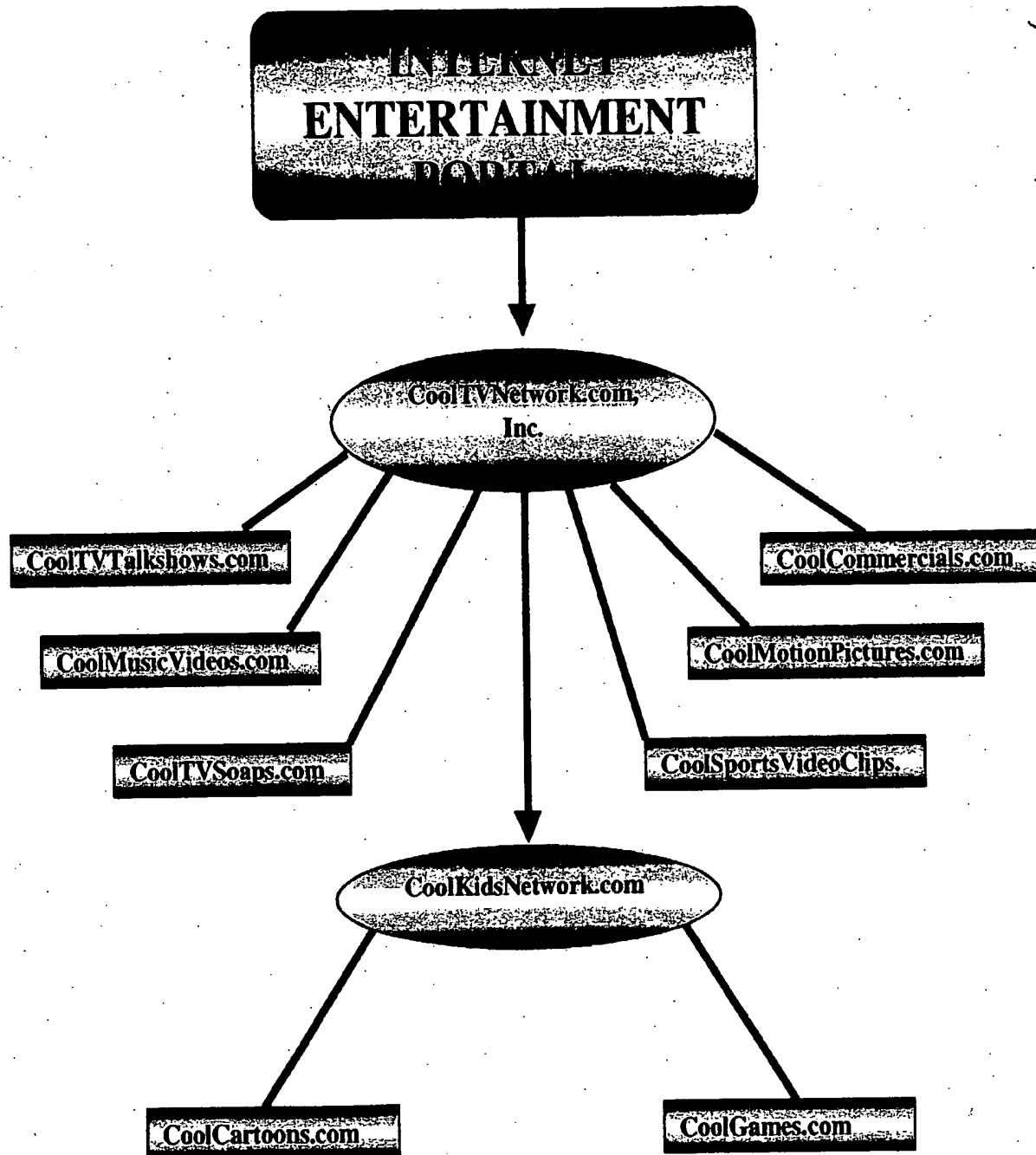
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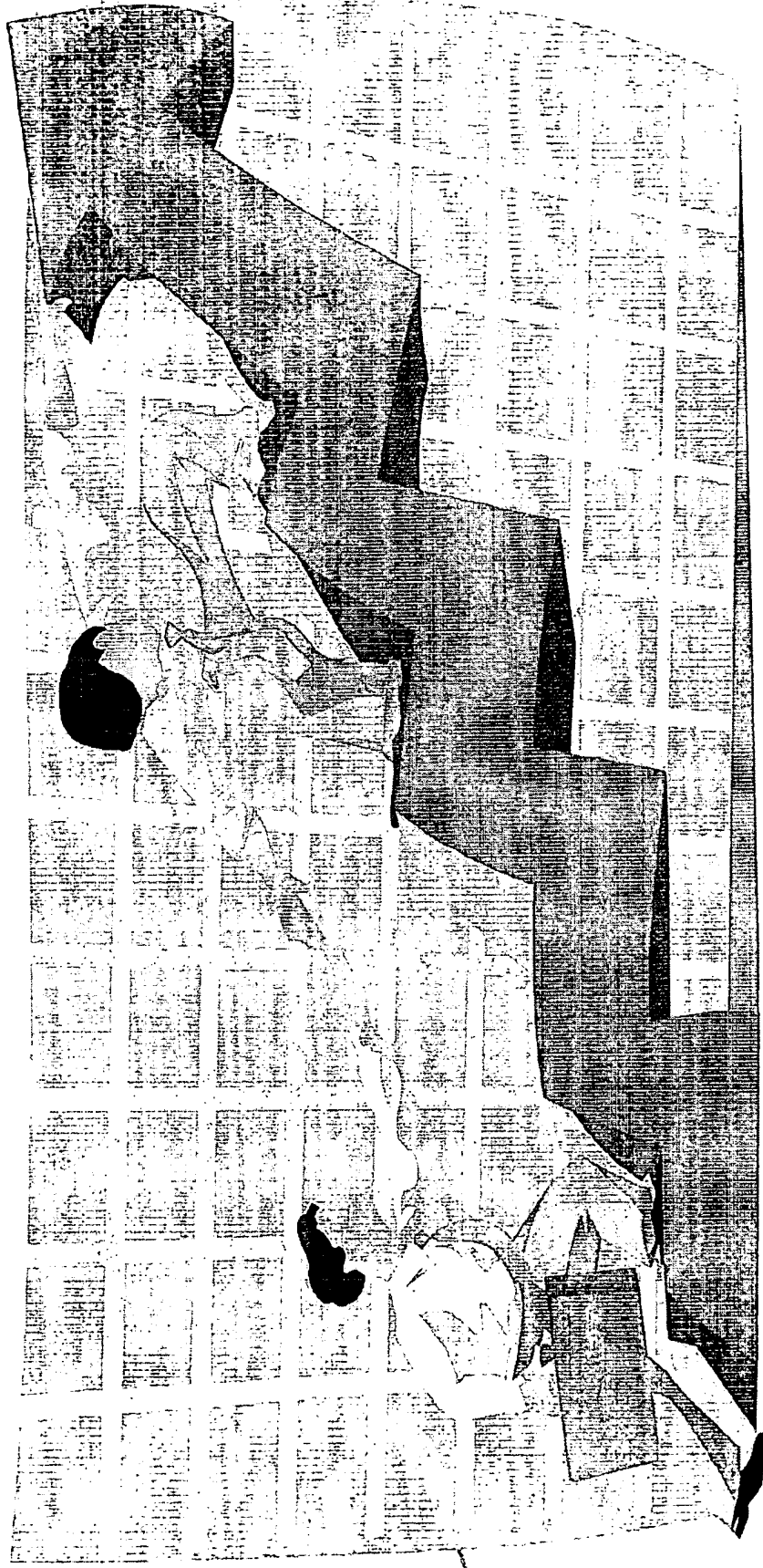
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VISION



Appn. Number 09/877,729 (wakefield)
GAC 2174 1 OF 22

Breaking Ground For A New



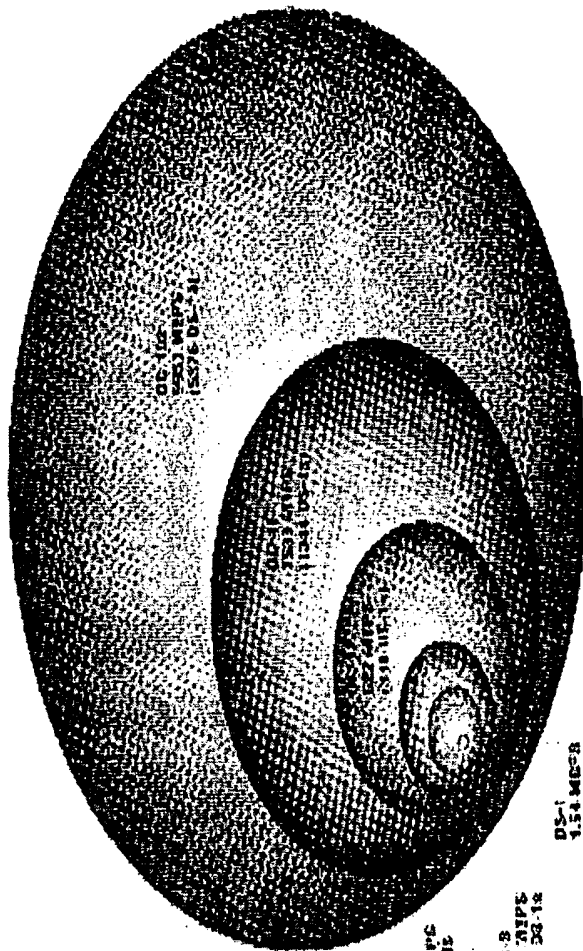
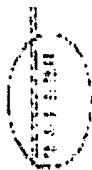
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GAU 2174 2 OF 22

The Bandwidth to Change Everything.

Qwest Fiber Capacity



31-87-10
31-87-10
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05-1
1.54 MCB

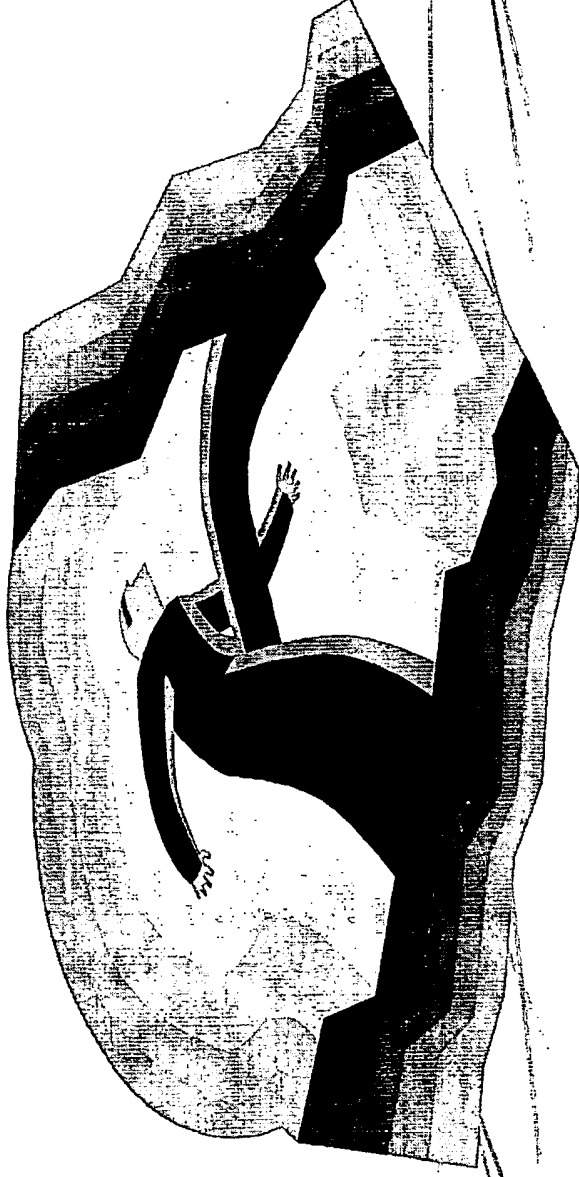
QWEST FIBER CAPACITY									
LINE	1	2	3	4	5	6	7	8	9
1	1	1	1	1	1	1	1	1	1
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5	1	1	1	1	1	1	1	1	1
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10	1	1	1	1	1	1	1	1	1

QWEST

QWEST

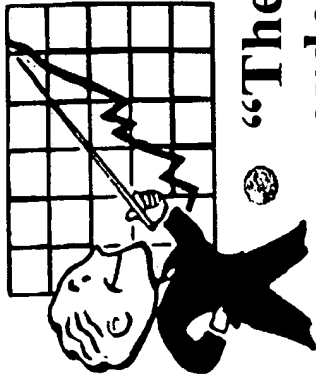
AppN Number 09/877,729 (wakefield)
GAU 2174 (3 OF 22)

Experts Tell Us That to Be Successful-



**“Have Vision . . . Move Faster Than
the World Moves . . . & You Will
Be There When the World
Arrives.”**

The *INTERNET* = The *FUTURE*.



● “The internet is the foundation for a new industrial order.”
--Forbes

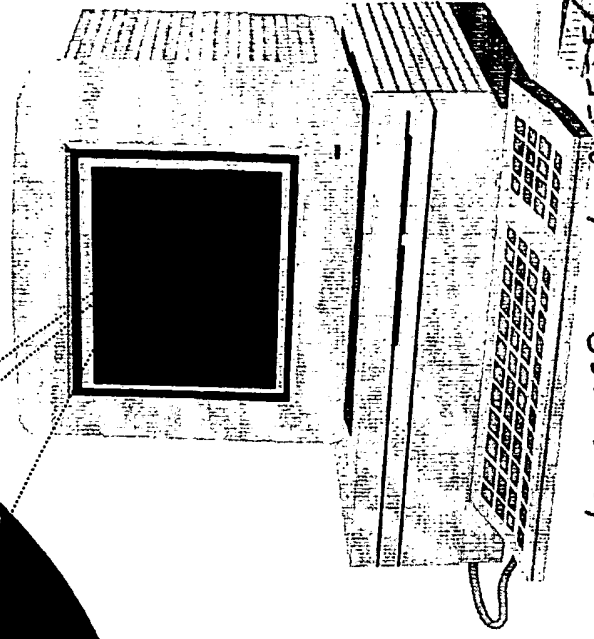
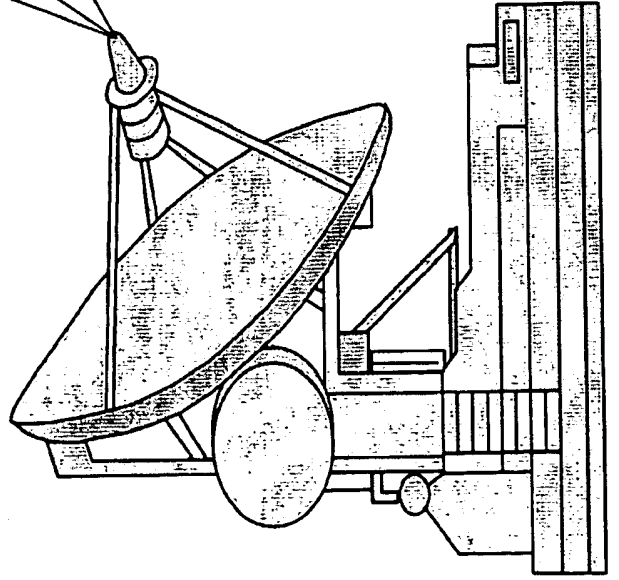
● In 1998 \$ 1.9 billion dollars was spent on internet advertising. In 1999 \$ 2.5 billion dollars will be spent on internet advertising.

--International advertising bureau

● “The internet is a quintessential different form of experiencing than television or cinema... .It offers a far more interactive experience.”

--US department of commerce

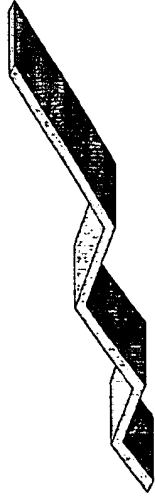
We Are Witnessing the Evolution of a Universal Connected Network



App# Number 09/877,729
GAU 2174 6 OF 22

(WAKEFIELD)

How Important Is It for Your Business to Advertise on the Internet ? ? ?



● Internet population projected growth

DATE	POPULATION (Millions)
1996	37.84
1997	58
1998	87.75
1999	110.25
2000	132.75

App# Number 09/877,729 (Wakefield)
GAW. 2174 7 OF 22

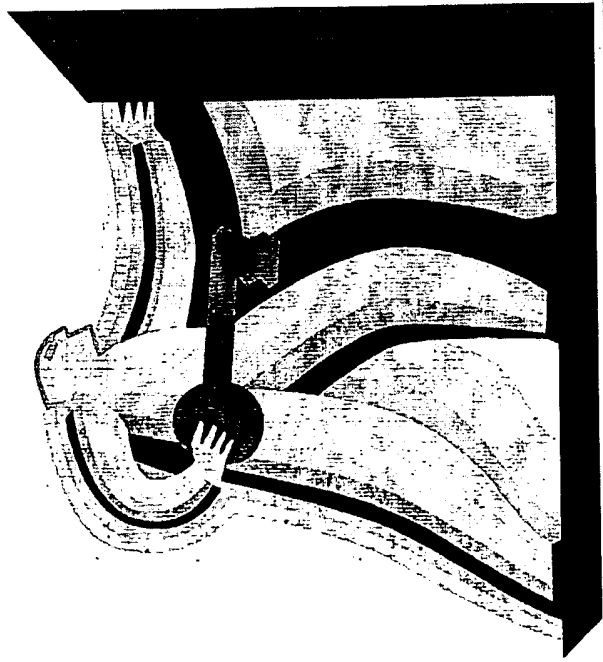
Future Market = ∞

- “Internet traffic is doubling every 100 days, yielding a yearly growth of more than 700%.”

- US department of commerce

- “Global internet sales will reach \$ 3.2 trillion in 2003.”

- Forrester research



What Is It ? What Do We Do ?

**Provide the Largest Video Library
of Entertaining TV Commercials,
Music Videos, & Sports Video
Clips; While Giving the
Opportunity for Impulse Buying
and Interactive Entertainment**

How Is Your Company Going to Benefit From CoolTvNetwork.Com?

● We are providing a new, free, and interactive kind of Internet entertainment to a population of users that will soon be the entire civilized world.

● Web content can be archived forever & accessed at will.

● “No more random TV commercials, Music Videos or Plays-Of-The-Day.” The Internet can be accessed 24-hrs a day, 7 days a week.

How Is Your Company Going to Benefit From CoolTvNetwork.Com?

- Entertaining TV Commercials, Music Videos, & Plays-of-the-day, can reach consumers 24 hrs/day, 7days/week.



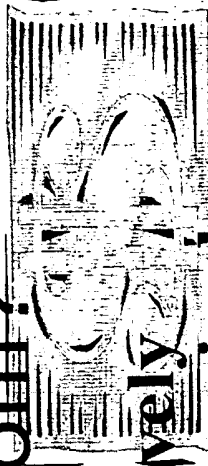
24

HOURS

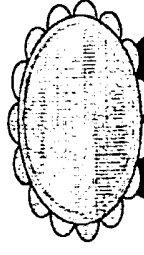
- CoolTvNetwork.Com will provide companies with

a record of the number of users that visit a particular company or product line and the comments each user has on the commercial, music videos, sports clothing line, company marketing strategies. . .etc.

How Is Your Company Going to Benefit From CoolTvNetwork.com?



- Internet streamed video can be “creatively filed” as antique, modern, testers, categorized by event or time, humorous, special effects inclined, or most ingenious.
- CoolTvNetwork.com will provide consumer analysis through psychologically researched questions regarding the video entertainment content
- Increased consumer loyalty through video images on t-shirts, mugs. . etc.



Why Will They Come ?

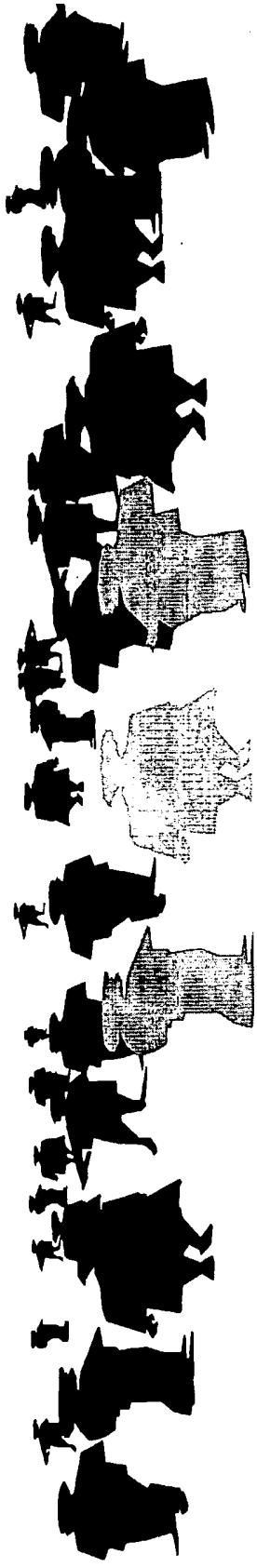


- The largest, and only entertaining Video library available--users can surf as many entertaining Commercials, Music Videos, Plays-of-the-Day, and soon Motion pictures without beginning to see the entire Video library
- The only web interactive entertainment community composed of consumer's favorite "mini-movies"
- "One stop shop," of audio/video interactive entertainment before shopping in our embedded virtual interactive malls, or after investing online.
- To participate in home TV Commercial, or Music Video contest



Why Will They Come Back ?

?



● Explore another facet of the largest
Audio/Video library



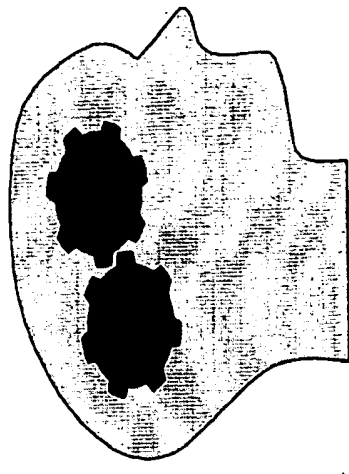
● Group meetings in Forum Lounges to
explore the Video library, or to converse
in “Chat-Rooms”

Why Will They Come Back ? ?



● Membership

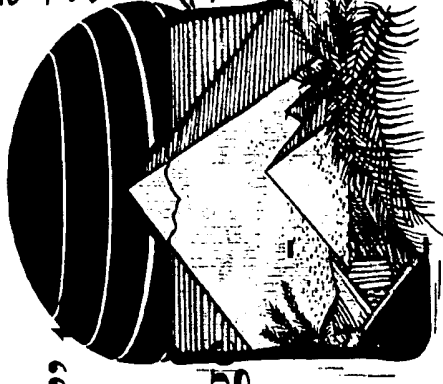
● To explore the Deepest Video
Entertainment library on the Internet



● Technically, conceptually, & creatively
in-line with the direction of technology
and our future

Why Is This the “Cutting Edge” Investment of the Millennium?

- Takes the concept of “Interactive Advertisement” another level
- Membership fee can be charged for digital storage space:
 - “My CoolMusicVideos.com ”
 - ”My CoolPlays-of-the-Day.com”
 - ”My CoolCommercials.com”
- There are currently no competitors--”no muscling into a market.”



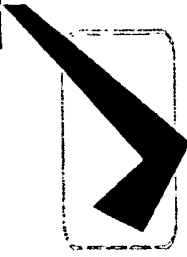
Why Is This the “Cutting Edge” Investment of the Millennium?

- Video entertainment from different countries can be archived, and translated into various languages, thus creating a global market.



- As Internet marketing increases courses on, online advertising will be taught using CoolTvNetwork.com as the primary trendsetter.

Why Is This the "Cutting Edge" Investment of the Millennium?

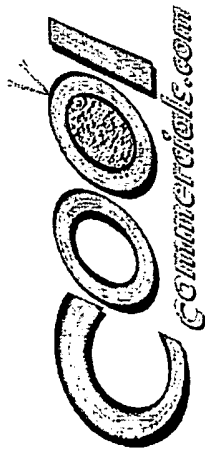


● Creating a future market for entrepreneurs
starting businesses in improving Audio/Video
on the Internet

● CoolTvNetwork.com can generate income
from selling custom DVD's, --Coolest Music
Videos of the 80's, best Super bowl TV
Commercials, Cool Plays-of-the-Day, and soon
Cool Motion Pictures. . . etc



Generating Revenue



CoolCommercials.com

Membership Fee

Purchase Customized Entertainment DVD's

Purchase Products Featured in CoolCommercials.com

Manufacturer Link

Archive of Entertaining Commercials

Advertising Fee

Sponsor Link

Marketing "Blink" The stuffed toy

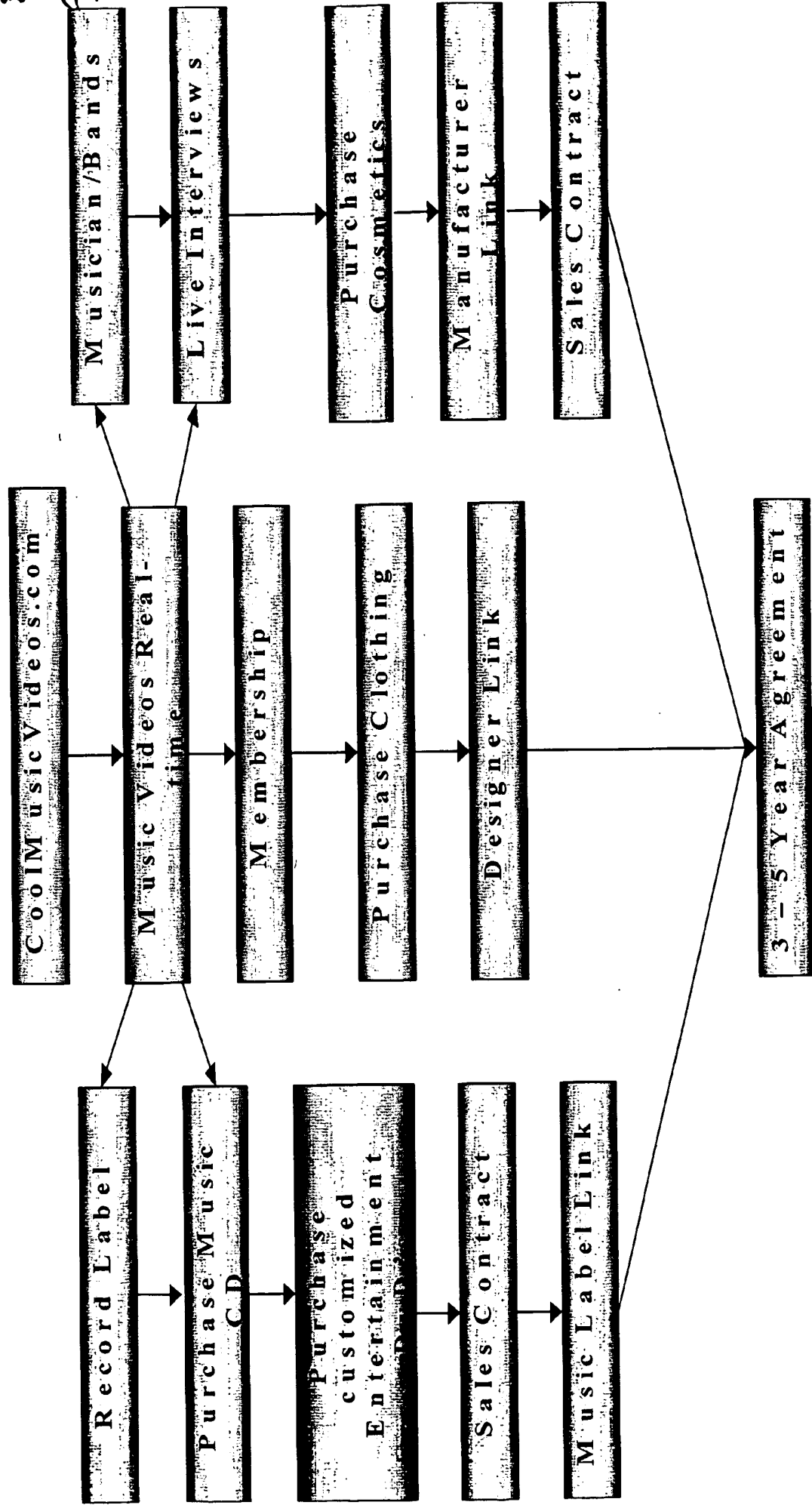
Marketing "Blink" As a weekly cartoon

Purchase Commercial Collectors items

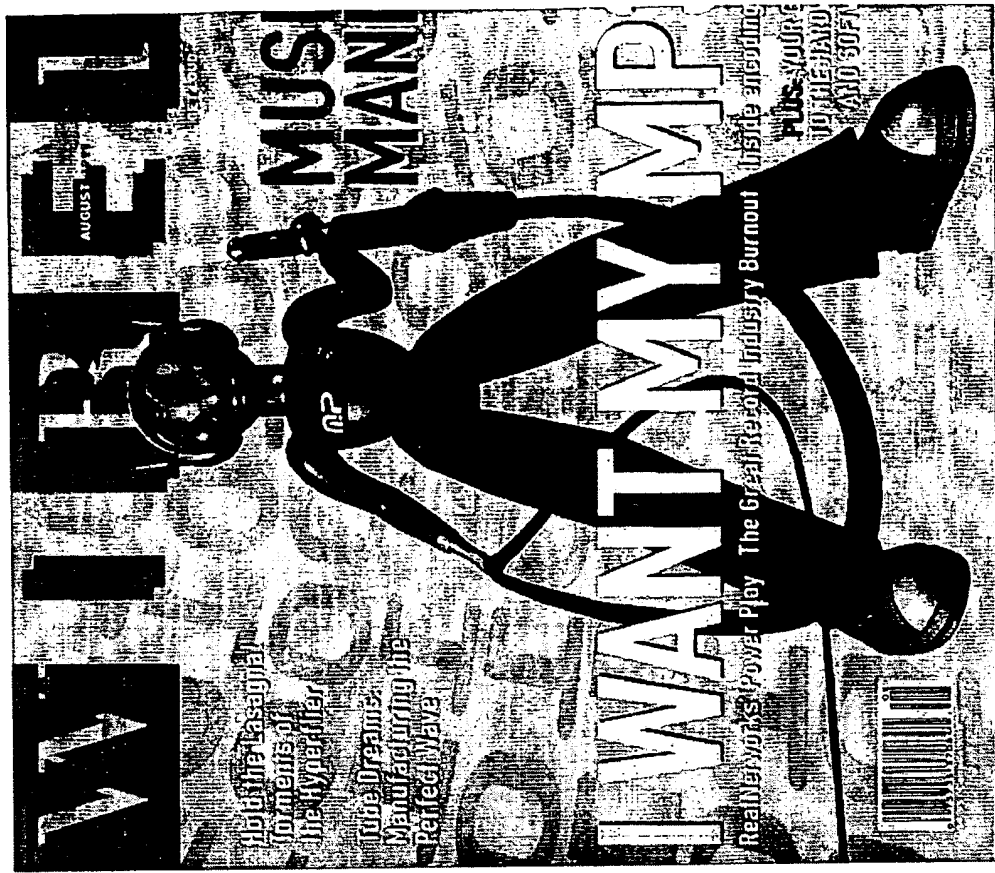
Consumer Analysis Fee

Appeal Number 09/877,729 (Wakefield) GALL 2174 19 of 22

Generating Revenue



So You Want Proof.



Appis Number 09/877,729 (Wakefield)
GHA 2174
21 OF 22

So You Want Proof.

GETTING THE BANK TO SAY YES! WE SHOW YOU HOW!

SUCCESS

SALES SPECIAL!
CASH IN ON
GENERATION X

THE LEADING MAGAZINE FOR ENTREPRENEURS
**Making a Killing
on the
Internet**

MAY 1999

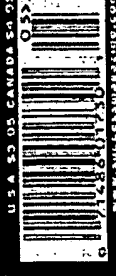
Broadcast.com
founders **Todd Wagner**
and **Mark Cuban** are
cornering the market
on audio and video
"streaming" over the Web

**NETWORK
NIGHTMARES**

Let our IT experts
network de-



STREET-BOOTS.COM
AD 000000 03 0314870200000
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000000 03 0314870200000



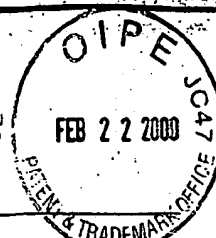
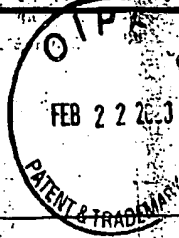
US NETWORK MARKETING GOES TO SCHOOL
ROAD SHOW GAFFES THAT WILL KILL YOUR DEAL

APRIL 21/74
APRIL Number 09/877,729 (Wakefield)
22 of 22

Disclosure Document Deposit Request

Mail to:

Box DD
Assistant Commissioner for Patents
Washington, DC 20231



Inventor(s): FRANZ A. Wakefield
Title of Invention: Click Video Shop software

Enclosed is a disclosure of the above-titled invention consisting of _____ sheets of description and _____ sheets of drawings. A check or money order in the amount of \$ 10 is enclosed to cover the fee (37 CFR 1.21(c)).

The undersigned, being a named inventor of the disclosed invention, requests that the enclosed papers be accepted under the Disclosure Document Program, and that they be preserved for a period of two years.

Signature of Inventor

FRANZ A. Wakefield

Typed or printed name

2.18.2000

Date

17731 N.W. 14th CT.

Address

Miami, Florida 33169

City, State, Zip

NOTICE TO INVENTORS

It should be clearly understood that a Disclosure Document is not a patent application, nor will its receipt date in any way become the effective filing date of a later filed patent application. A Disclosure Document may be relied upon only as evidence of conception of an invention and a patent application should be diligently filed if patent protection is desired.

Your Disclosure Document will be retained for two years after the date it was received by the Patent and Trademark Office (PTO) and will be destroyed thereafter unless it is referred to in a related patent application filed within the two-year period. The Disclosure Document may be referred to by way of a letter of transmittal in a new patent application or by a separate letter filed in a pending application. Unless it is desired to have the PTO retain the Disclosure Document beyond the two-year period, it is not required that it be referred to in the patent application.

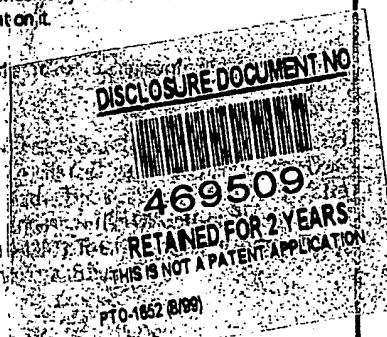
The two-year retention period should not be considered to be a "grace period" during which the inventor can wait to file his/her patent application without possible loss of benefits. It must be recognized that in establishing priority of invention an affidavit or testimony referring to a Disclosure Document must usually also establish diligence in completing the invention or in filing the patent application since the filing of the Disclosure Document.

If you are not familiar with what is considered to be "diligence in completing the invention" or "reduction to practice" under the patent law or if you have other questions about patent matters, you are advised to consult with an attorney or agent registered to practice before the PTO. The publication, *Attorneys and Agents Registered to Practice Before the United States Patent and Trademark Office*, is available from the Superintendent of Documents, Washington, DC 20402. Patent attorneys and agents are also listed in the telephone directory of most major cities. Also, many large cities have associations of patent attorneys which may be consulted.

You are also reminded that any public use or sale in the United States or publication of your invention anywhere in the world more than one year prior to the filing of a patent application on that invention will prohibit the granting of a patent on it.

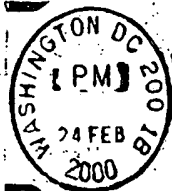
Disclosures of inventions which have been understood and witnessed by persons and/or notaries also be used to establish priority.

There is a nationwide network of Patent and Trademark Depository Libraries (PTDLs), which have reference materials available to the public, including automated access to PTO databases. Publications concerning Patents are available at the PTDLs, as well as the PTO's Web site at www.uspto.gov. If you, please consult the complete listing of all PTDLs that appears on the PTO's Web site or in a PTO's General Information Services at 800-PTO-9199 (800-786-9199) or 703-308-HELP (703-308-4357). If you wish to contact a PTDL prior to visiting to learn about its collections, send



App Number 09/877,729 (Wakefield); GAU 2174
1 OF 2

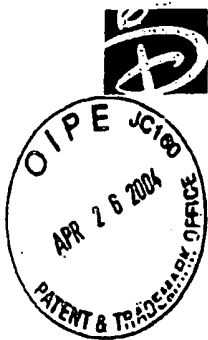
APP13 & REC1



FRANZ A. Wakefield
17731 N.W. 14th CT
Miami, FL 33169.

33169+4688

Appn Number 09/877,729 (Wakefield) GAU
2 of 2



Disney Interactive

Stephen M. Finney
Senior Vice President
and General Manager

August 30, 2001

Mr. Franz A. Wakefield, President
Cool Cartoons.com Incorporated
17731 N.W. 14th Court
Miami, Florida 331169

Dear Mr. Wakefield:

I understand that you would like to show us your company's web accessible "iCOMPANION" called "IBOONKA!"™. In advance of our meeting on August 30, 2001, this letter is to confirm that our meeting is for discussion purposes only. You further understand that Disney Interactive, Inc. ("DI") is currently in development with a number of other companies regarding web accessible and downloadable tools and toys as companions for software games and that your proposal may be similar to others DI has currently in development or under discussion.

We look forward to speaking with you.

Yours sincerely,

Disney Interactive, Inc.

By: _____

Steven M. Finney
Senior Vice President and General Manager

Wakefield0830_01.DOC

APP14 & REC1

Mailing Address: 500 South Buena Vista Street / Burbank, California 91521
601 Redier Drive / Glendale, California 91201 / 818-553-5000 / Fax 818-567-0284

Part of the Magic of The Walt Disney Company © Disney

1 OF 1
App# Number 09/877,729 (Wakefield) GAU 2174



The Dow Chemical Company
Midland, Michigan 48674

Franz A. Wakefield
17731 North West 14th Court
Miami, FL 33169

October 19, 2004

Dear Sir or Madam:

According to our records Franz A. Wakefield, social security number [REDACTED], was employed by The Dow Chemical Company or one of its subsidiaries from January 15, 1996 to May 18, 1996 in the Engrg - Tss department, with a job title of Alternate Term Co-op at the time of separation. Additionally, Mr. Wakefield was also employed by The Dow Chemical Company or one of its subsidiaries from January 20, 1997 to May 10, 1997 in the Chlor-Alkali department, with a job title of Alternate Term Co-op at the time of separation.

Sincerely,

Michael F. Adomeit
Employee Data Resource Center
2020 Dow Center, I-01
Midland, MI 48674 USA
Phone: 989-636-3906
Fax: 989-638-4974

NOTARIAL CERTIFICATE

UNITED STATES OF AMERICA)
STATE OF MICHIGAN) SS
County/Parish of Midland)

On this 19 day of October 2004, personally appeared before me,

MICHAEL F. ADOMEIT

known or identified to me to be the individual who executed the foregoing document and acknowledged the same as a free act and deed for uses and purposes therein expressed.

Notary Public
JULIE M. TYRRELL
Notary Public, Midland County, Michigan
My Commission Expires April 09, 2007

Appn: 09/877,729 (Wakefield) GAU 2174 1 OF 12

APP15 & REC1



Kraft Foods

Shared Service Center

November 8, 2004

Mr. Franz Wakefield
17731 NW 14th Court
Miami, FL 33169

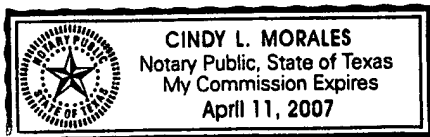
Dear Mr. Wakefield:

In response to your request for verification of employment, our records indicate that you were employed by Kraft Foods from June 3, 1996 through August 16, 1996 as a Summer Intern in the Desserts & Snacks Toppings department.

If you have any questions, please contact me at 1-800-KRAFT-HR, or directly at (210) 530-7525.

Caroline Benavides
HR Facilitator

On the 8th day of November, 2004, Caroline Benavides
personally appeared before me to execute this document for the purposes set forth herein.



APP15 & REC2

Appn: 09/877,729 (Wakefield) GAU 2174 2 OF 12

**Kraft Foods Technology
1996 Intern Performance Review**

Intern Start Date: 6/1/96
 Intern End Date: 8/16/96
 (Check one) Midpoint Final x
 Today's Date: 8/15/96

Intern Name Franz Wakefield

University University of Florida

Work Location Technology Center

Expected Degree and Date Chemical Engineering, TBD

Supervisor's Name and Title Lucinda Dishun, Research Engineer

Part I

<u>RESPONSIBILITIES AND PROJECTS</u> List those key areas for which the intern will be held responsible. Include major projects here.	<u>RESULTS EXPECTED</u> Use Measurable standards of performance vs. project / responsibility such as: %, \$, workdays, per week, # of units	<u>ACTUAL RESULTS</u>
Objective: Remove granular sucrose from ECCW without impacting consumer's overall liking. • Field sensory evaluation to establish design experiment levels • Field design experiment • Produce CLT samples	• Meets established timing. • 7/31 • 8/12	
Objective: Determine effects of pressure on CWF Emulsion using Rannie homogenizer. • Analyze gum breakdown and particle size reduction at various homogenization	• Quantify effects using viscosity and particle size distribution.	

Appn: 09/877,729 (Wakefield) GAU 2174 3 OF 12



UNIVERSITY OF FLORIDA

Ronald E. McNair Scholars Program
Graduate Minority Programs
Graduate School

P.O. Box 115500
Gainesville, FL 32611-5500
(352) 846-2575
Fax: (352) 392-3773
mcnair-scholars@ufl.edu
<http://gradschool.rgp.ufl.edu/mcnair>

November 8, 2004

To Whom It May Concern:

This letter serves to verify that Mr. Franz Wakefield has had a 12 month research experience through the McNair Post-Baccalaureate Achievement Program. The Ronald E. McNair Scholars Program is a federally funded program that encourages undergraduate students to pursue graduate study. The McNair Scholars Program prepares talented undergraduate students for doctorate study by giving them the opportunity to engage in research, strengthen academic skills, and develop the student/faculty mentor relationships critical to success at the doctoral level.

Although I was not the director of the McNair program at the time, my records show that Mr. Wakefield participated as a scholar in 1997-1998. An obligation of the grant scholarship is to conduct a research study under the supervision of a University of Florida faculty member. Mr. Wakefield's mentor was Dr. Chang Won Park in Chemical Engineering. All scholars were also required to present their research findings at a culminating ceremony. Mr. Wakefield's research presentation was entitled, Pressure Drop Comparison for Random Packing of Uniform Spheres.

Please feel free to contact me should you need any further information.

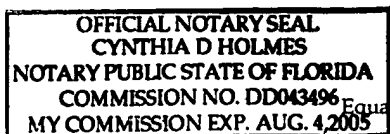
Sincerely,

Vivian I. Correa, Ph.D.
Associate Dean of the Graduate School
Director, McNair Scholars Achievement Program

Notary:

Date:

11-08-04



Equal Opportunity / Affirmative Action Institution

APP15 & REC3

Appn: 09/877,729 (Wakefield) GAU 217H 4 OF 12

Cordis

a Johnson & Johnson company

Cordis Corporation
14201 N.W. 60th Avenue
Miami Lakes, FL 33014
Phone (305) 824-2000
Fax (305) 824-2080

Mailing Address:
P.O. Box 025700
Miami, FL 33102-5700

February 19, 2003

To whom it may concern:

This letter will verify that Mr. Franz A. Wakefield, Social Security Number [REDACTED] was employed with Cordis, a Johnson and Johnson Company as a college intern, from May 18, 1998 through August 19, 1998. Mr. Wakefield was re-hired as a Product Development Engineer I on January 10, 2000 and was in this role through March 11, 2002. His ending base salary was \$53,400.00. If you need additional information, please call our office at 786-313-2771.


Sincerely,



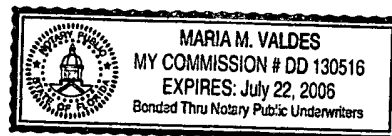
Amneris B. Goodrich
Administrative Assistant

State of Florida
County of Dade

Personally sworn before me this Wednesday, February 19, 2003, by Amneris B. Goodrich.


Notary Public

Personally known to me




APP15 & REC4

Appn: 09/877,729 (Wakefield) GAU 2174 5 OF 12

EMAIL LOG

From : Roth, Eric [CRDUS] <ERoth@CRDUS.JNJ.com>
Sent : **Friday, November 5, 2004 1:52 PM**
To : "'Franz Wakefield'" <franzwakefield@hotmail.com>

⬆ | ⬇ | ✕ |  Inbox

Mr. Wakefield:

As I noted during our earlier conversation today, it is not consistent with Cordis' internal policies to provide you with the information you seek, although you are free to accurately represent on your resume the work you performed during your tenure at Cordis. As to your job title, Cordis' records indicate that you were a Product Development Engineer. Cordis does not note in its system any further detail regarding job titles such as "Management Rotational Product Development Engineer;" however, Cordis has no objection to you representing yourself as having had any such designation, to the extent it is true. Please let me know if we can be of further assistance.

Sincerely,

Eric Roth

-----Original Message-----

From: Franz Wakefield [mailto:franzwakefield@hotmail.com]
Sent: **Tuesday, November 02, 2004 2:26 PM**
To: ERoth@CRDUS.JNJ.com
Subject: RE: URGENT

November 2, 2004

Mr. Roth:

Thank-you for the timely reply. The request is actually a correction to a previous letter that was sent to me by the company, the letter is dated February 19, 2003. It reads:

" February 19, 2003

To whom it may concern:

This letter will verify that Mr. Franz A. Wakefield, Social Security Number [REDACTED], was employed with Cordis, a Johnson and Johnson Company as a college intern, from May 18, 1998 through August 19, 1998. Mr. Wakefield was re-hired as a Product Development Engineer I on January 10, 2000 and was in this role through March 11,

AppN: 09/877,729 (Wakefield) GAU 2174 6 OF 12

2002. His ending base salary was \$53, 400. If you need additional information, please call our office at 786-313-2771.

Sincerely,

[signature of]

Amneris B. Goodrich
Administrative Assistant

State of Florida
County of Dade

Personally sworn before me this Wednesday, February 19, 2003, by Amneris B. Goodrich.

Maria M. Valdes [signature of]

Notary Public

Personally known to me"

****What I am requesting is a correction and an addition to the letter. The correction should be the following:

My title as of January 10, 2000 was, and should read

1. Management Rotational Product Development Engineer

For confirmation of this title please visit my 1st performance review which was signed by Charles Goldberg and myself. It is dated 12/15/00

Also as an addition to the letter please include the rotations that I worked in as of that 1/10/00 date. It should read:

1. Jan. 2000 - June 2000 The microcatheters team (Pre-Shaped Prowler)

2. July 2000 - Nov. 2000 The liquid embolic team (N-Butyl Cyanoacrylate)

3. Dec. 2000 - March 2001 Production Supervisor for The Detachable Coil System Team

4. March 2001 - Dec. 2001 The microcatheters team (The Next Generation Microcatheter Platform)

5. Jan. 2002 - March 2002 The Neuro-Stent Project (BX Velocity), The Enterprise [Neuro Stent] Project, The Japan special catheter project, & The Elite Microcatheter project. This employment/experience verification is an urgent matter, and I request that the letters (5 original) be notarized as the first set was. PLEASE SEND TO THE

Appn: 09/877,729 (wakefield) GAU 2174 7 OF 12

Regards,

FRANZ A. WAKEFIELD
PRESIDENT & CHIEF PRODUCT DESIGN ENGINEER
COOLTvNETWORK.COM, INC.
INTERNET AUDIO-VIDEO ENTERTAINMENT
17731 NORTH WEST 14TH COURT
MIAMI, FLORIDA 33169
TELEPHONE: 305 + 624.3282
FranzWakefield@hotmail.com

ALL INFORMATION CONTAINED IN THIS EMAIL IS CONFIDENTIAL, AND MEANT SOLELY
FOR THE ABOVE INTENDED RECIPIENT. IF YOU HAVE RECEIVED THIS MESSAGE IN
ERROR PLEASE DISCARD IT AND NOTIFY THE SENDER.THANK-YOU.

Appn: 09/877, 729 (Wakefield) GAU 2174 8 OF 12

FRANZ A. WAKEFIELD

R&D → Product Development

17731 North West 14th Court Miami, Florida 33169

e-mail: FranzWakefield@hotmail.com

PHONE: (305) + 624.3282

Objective:

To obtain constant career growth by focusing on building team skills, material expertise, and a solid business sense, that will lay the foundation necessary for succeeding in a managerial position.

Education:

THE UNIVERSITY OF FLORIDA Gainesville, FL
B.S. CHEMICAL ENGINEERING December 1999
Minor: BUSINESS ADMINISTRATION

- **Lifetime member of the Golden Key International Honour Society**
- **Winner of The 1989 Congressional Art Competition**

Work History:

Aug. 99 – Nov.99 Research Fellow, **The University of Florida** Gainesville, FL
Molecular Association in **Micelles, Liquid Crystals and Microemulsions**

May 98 – Aug 98 Intern, in the Cardiology dept. of **Cordis Corporation**
(a **Johnson & Johnson co.**) Miami, FL
Patent disclosure: Implementation of automated UV adhesive procedure

May 97 – Aug 97 **Ronald E. McNair Research Fellow** University of Florida
Pressure drop studies through **Multi-dispersed Spherical Particles in Packed Columns**

Jan. 97 – May 97 Co-Op Engineer, **Dow Chemical co.** Freeport, TX
Chlor – Alkali Plant: Optimizing water recirculation discrepancies, and Plant troubleshooting

May 96 – Aug 96 Intern, **Kraft Food Co.** Chicago, IL
Extra Creamy COOL Whip® Process Optimization, Product Reformulation, And Consumer Analysis Studies
Patent disclosure: Implementation of a protein complexing derivative

Jan 96 – May 96 Co-Op Engineer, **Dow Chemical co.** Plaquemine, LA
Methoxy Cellulose Plant: Configuration of **TDC 3000** operating interface to **integrate** with existing control system; for **maximizing production**, and operator's needs for efficient process control.

June 94 – Aug 94 Research Fellow---**American Cancer Society** Shands Hospital
Quantization of HLA transcripts by Polymerase Chain Reaction & Single Strand Conformational Polymorphism Gel Electrophoresis from Cultured Lymphoblastoid Cells

Computer Skills:

C/C++, MS Project, Excel, Minitab, DOE Pro, and TDC3000

GAU 2174 9 OF 12
Appn: 09/877,729 (Wakefield)

APP15 & REC5

**Hired at Cordis NeuroVascular Inc. (a *JOHNSON & JOHNSON* co.)
as a [Management Rotational Product Development] Engineer**

Cordis NeuroVascular Inc. Full-Time Experience.

Jan. 2000 – June 2000 (Product Development Engineer on The Pre-Shaped Prowler Project)

I.....[ANEURYSM AND VESSEL ACCESS].

- Operated as a **Product Development Engineer** on the Pre-Shape Microcatheter project.
- Assisted with DOE experiments (collecting, compiling, and analyzing data)
- Assisted with the **Market Evaluation** of the Pre-Shaped Microcatheter Platform
 - a. Gathered marketing data from Canine studies held in **Boston, Massachusetts and New York, New York**. To complete the marketing analysis for the pre-shape microcatheter product platform.
 - b. Completed Market Evaluation and report outlining **Physician's Market Preference Study** of the Pre-Shaped Microcatheter Platform.

July 2000 – Nov. 2000 (Product Development Engineer on The n-Butyl Cyanoacrylate Project)

II.....[ARTERIOR VENOUS MALFORMATION TREATMENT].

- Collected, compiled, and analyzed data and reports for design review
- Assisted with DOE's and **Polymerization Studies** to determine a **Base-Line** for the product IFU (**Instructions For Use**)
- Assisted in the **training of 24 physicians in Cincinnati, Ohio** (Ethicon Endovascular Surgery Center) to use the **Liquid-Embolic System**.
 - a. Assembled **AVM models** and monitored flow rate through various nidii.
 - b. Assisted in component ratio mixtures (to obtain the correct viscosity for relevant Nidii—low, medium, and high flow).
- Supervised the manufacturing process for **Clinical Research Unit builds**.

Dec. 2000 – March 2001 (Production Supervisor for (DCS) Detachable Coil System)

III.....[ANEURYSM OCCLUSION].

- **Supervised ~ 30 employees** at Detachable Coil System delivery tube, and final assembly **Production Areas**.
- **Designed a Motivational & Achievement Program** to increase overall productivity. The program tallied productivity, motivation (based on performance), attendance, and safety in an effort to improve production rates.
- Created spreadsheets and tally boards that raised the awareness of operators in key reject areas; which raised production awareness and ultimately played a part in **Increasing Production Output** from ~ 150 to 400 units per week.

March 2001 – December 2001

MICROCATHETERS (THE NEXT GENERATION PLATFORM)

- Compiled research and made **Design Alternatives for The Next Generation Microcatheter Platforms**. The product design alternatives consisted of the following:
 - A. **Hydrophilic Coating Design Alternatives**
 - B. **Microcatheter Inner Liner Design Alternatives**
 - C. **Configured design alternatives for the microcatheter Outer Body Material Selection for Distal Shapeability & Varied Catheter Length Flexibility**
 - D. **Configured various catheter component Braid Reinforcement construction Designs that utilized the following:**
 - 1. Metal braid
 - 2. Polymeric braid
 - E. **Marker Band Design Alternatives**
 - 1. Radiopaque inks
 - 2. Dyes
 - 3. Fillers

Product Development, Testing, and Market Release (January 2002 – March 2002)

A. CORONARY STENTS

- Devised manual routers, quality procedures, operation procedures, and **Collaborated Interdependently** with CNV teams to complete the Engineering Order Builds for products' **First In Human Clinical Trials**. Assisted the Engineering team in **New Jersey** to build and complete the Engineering Order build for a **Neurovascular Product Platform**.

B. NEURO STENTS (NEXT GENERATION PLATFORM)

- Project Team support and assistance for **Engineering Stent Design, and Prototype Testing**.

C. SPECIAL MICROCATHETER PROJECT (JAPAN)

- Project Team support and assistance with **Packaging Parameters and Logistically Ensuring Delivery of Units**.

D. THE ELITE MICROCATHETER PROJECT

- Project Team support and assistance with building **The Clinical Research Units for Market Release**.

Appn: 09/877,729 (Wakefield) GAU 2174 11 OF 12



**NETWORK
SOLUTIONS**

Wakefield, Franz
Cool Commercials.com
2777 SW Archer Road Apt ss218
Gainsville, FL 32608-1344

InterNIC Registration Services

Domain Registration/Renewal Invoice

Network Solutions, Inc.
PO Box 17305
Baltimore MD 21297-0525

Invoice Date: 16-Jun-99
Tax ID: 52-1146119

Invoice Number: 7565677	Domain Name: COOLCOMMERCIALS.COM	
Due Date: 30-JUN-1999	Period Covered: 25-MAY-1999 - 25-MAY-2001	Amount Due: \$70.00 US Dollars

Thank you for registering the Internet/World Wide Web domain name shown above. Timely receipt of payment will ensure registration services for the period noted above. By this payment, Registrant agrees to the terms and conditions of the current Domain Name Registration Agreement. This payment is non-refundable.

To Pay By Credit Card or Confirm Payment: We accept all major credit cards 24 hours per day, seven days a week. Go to <https://payments.networksolutions.com> on the World-Wide Web to use Network Solutions' Secure On-Line Payment System.

Or: Call (888) 771-3000 toll-free from the United States, Canada, Puerto Rico and the U.S. Virgin Islands. Outside of these areas, call (402) 496-9798.

To Pay By Check: Make check payable to Network Solutions, Inc. in **US Dollars**, drawn on a US Bank, and return the **check and payment stub** in the enclosed remittance envelope.

To Pay By Debit Account: Send e-mail to accounts@internic.net with the domain name, invoice number, and 16-digit Account Number you were assigned when you established your debit account.

For billing inquiries, send e-mail to billing@internic.net, or call (703) 742-4777 Monday through Friday from 7:00am to 9:00pm Eastern Time.

Remarks: If you pay for multiple invoices with one check, please send all payment stubs with your check!

oio-81944/39226

900075656777070003

35887

Retain this portion for your records

Detach this stub and return with payment
Don't forget to write your invoice number(s) on your check!

NETWORK SOLUTIONS, INC.
PO BOX 17305
BALTIMORE, MD 21297-0525

PLEASE DO NOT WRITE ON STUB



**NETWORK
SOLUTIONS**



Wakefield, Franz
Cool Commercials.com
2777 SW Archer Road Apt ss218
Gainsville, FL 32608-1344

##



Make check payable to:
Network Solutions, Inc.

Invoice Number: 7565677	Due Date: 30-JUN-1999	Amount Enclosed: \$70.00 USD
-----------------------------------	---------------------------------	--

By this payment, Registrant agrees to the terms and conditions of the current Domain Name Registration Agreement. This payment is non-refundable.

900075656777070003

1 OF 1
GAU 2174
(WAKEFIELD)
09/877,729
APPN NUMBER

12 OF 12
GAU 2174
(WAKEFIELD)
09/877,729
APPN:

APP15 & REC6

SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

2421 N.W. 41st Street

Suite A-1

Gainesville, Florida 32606-6669

Telephone 352-375-8100

Facsimile 352-372-5800

ORLANDO OFFICE

1000 Legion Place, Suite 1750

Orlando, FL 32801

Telephone 407-426-7500

Facsimile 407-839-8589

Roman Saliwanchik

(1926 - 1999)

October 13, 1999

Mr. Franz Wakefield
3324 W. University Ave, #121
Gainesville, FL 32607

Via Facsimile

338-7562

CONFIRMATION

Re: Patent Inquiry

Dear Mr. Wakefield:

I enjoyed speaking with you regarding your invention. This letter explains some of the requirements and procedures related to the patenting process. Enclosed (with the confirmation copy of this letter) for your review is our firm résumé describing the qualifications of the attorneys at our firm as well as a copy of the U.S. Patent Office publication regarding patents.

A. Patentability of an Invention

The first step in the patenting process is to determine whether the invention (*i.e.*, an article, machine, composition, or process) meets the requirements to be patentable. Under United States Patent law, in order for an invention to be patentable, the invention must be new, useful and non-obvious. By new, we mean that the identical, or substantially identical claimed invention is not disclosed in the prior art. The prior art is anything that is relevant to the issue of whether the invention is patentable, including, without limitation, patents, publications, advertising, promotional materials, and information as to whether the invention is known or has been used. As to useful, we mean that each claimed invention must have utility. With respect to non-obvious, we mean that even though a substantially identical claimed invention is not disclosed in the prior art, the claimed invention sought to be patented cannot be an obvious variation to one skilled in the particular field of invention or art to which the claimed invention pertains. Before a determination is made as to whether your invention is patentable, the prior art must be analyzed.

In addition to the statutory requirements for obtaining a patent discussed above, please note that you have one year from the date on which the invention is described in a printed publication or in public use or on sale in this country within which to file a patent application in the United States. With respect to patents in other countries, many foreign countries require that a patent application be on file before any public disclosure or sale of the invention. If you wish to preserve your rights to file an application in foreign countries, you should make sure that your application is on file before any public use, disclosure or sale of the invention.

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APP16 & REC1

B. Patent Searching

You may wish to consider having a patentability search conducted for at least two reasons: (1) if the information revealed in the search suggests that your invention is unpatentable, then you may wish to reconsider filing an application in view of the expense associated with the preparation and filing of a patent application which may ultimately be denied; and (2) if the information revealed in the search does not destroy patentability, the search results will assist the patent attorney in determining the scope of your invention so that the patent application may be drafted in accordance therewith.

A patentability search is usually conducted by a professional searcher according to our instructions. We estimate the cost of performing a patentability search for Internet/computer related inventions by a professional searcher would be in the neighborhood of \$700-\$1000 including our fee for commissioning the search. Our fee for analyzing the search results and providing you with an opinion of patentability will vary based on the technology and the number of references located by the searcher. Generally, a written opinion of patentability ranges between \$800-\$1,500 or more. We can better estimate this cost after a detailed review of your technology.

C. Patent Application Preparation and Prosecution

The fees for preparing and filing a patent application typically range from about \$3,500 to \$7,000 or more (including the government filing fees) depending on the complexity of the technology. Before we start work on an application, our office will provide you with a firm estimate which will not be exceeded, absent extraordinary circumstances or additional disclosures from the inventor not previously discussed.

An alternative to a regular utility application is a provisional application, which is similar to a regular utility application used to establish an early filing date. The government filing fee for a provisional application is \$75 to \$150 and our professional fees vary on the extent of the disclosure. In order to assure that the provisional contains the necessary disclosure, we often prepare provisionals exactly the same as regular utility applications, except we do not include the claim language. A provisional application is not examined and must be refiled as a regular utility application within one (1) year of filing. Please call us for more information regarding the effect of provisional filing.

Approximately six to twelve months from the filing date of a regular utility application, we can expect to receive an Office Action from the Patent Office setting forth certain rejections or objections of the application. If you instruct us to respond to the Office Action, the charges for our services in connection with the preparation of a response can range from about \$500 to \$2,000 or more depending upon the complexity of the issues raised in the Office Action. Failure to respond to an Action will result in abandonment of the application. If the application is allowed by the Patent


Appn: 09/877,729 (Wakefield) GAU 2174 2 OF 6

October 13, 1999

Office, an issue and processing fee will be payable shortly thereafter. Maintenance fees will be required periodically to maintain the patent.

Please let us know if we can be of further assistance. If you wish to schedule an appointment, our office charges an initial consultation fee of \$200.

Sincerely,



Christine Q. McLeod
Registered Patent Attorney

CQM/jss
Enclosure (as stated above)

SALIWANCHIK, LLOYD & SALIWANCHIK
A PROFESSIONAL ASSOCIATION

CHRISTINE Q. MCLEOD
REGISTERED PATENT ATTORNEY

2421 N.W. 41ST STREET
SUITE A-1
GAINESVILLE, FLORIDA 32606-6669

PH: (352) 375-8100
FAX: (352) 372-6800

Appn: 09/877,729 (Wakefield) GAU 2174 3 of 6

Technical Disclosures for Computer-Related Inventions: A Guide for Inventors

I. Introduction

As an inventor, your participation in the patent application process is very important. In fact, in order to make the patenting process work smoothly and efficiently, the inventor should prepare a detailed technical disclosure of the invention to provide the patent attorney with the necessary information to prepare and file a patent application. However, there are strict requirements with respect to the technical disclosure necessary for patent applications of which most inventors are not aware. This document outlines these requirements for your technical disclosure.

II. Statutory Requirements

In order to assist your patent attorney in preparing the technical disclosure for your application, you must ensure that the disclosure you provide includes a *complete and full description of the invention* in sufficient detail to enable a person skilled in the art to practice the invention without undue experimentation. According to Section 112 of the patent statutes, such a description must contain:

“... a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor of carrying out his invention.”

As set forth in the statute referenced above, the description for the application must be sufficient in detail to enable reproduction of the invention by one skilled in the art without undue experimentation and it must provide the best mode of practicing the invention, including any drawings that may be required. Basically, your goal is to disclose clearly everything you can think of about your invention. In case of doubt as to whether or not to include an item of information, put it in. If you have several embodiments of your invention, make sure you include the “best” one. You ordinarily do not have to include dimensions, materials, brand names, or values of components, since the skilled artisan is expected to have a working knowledge of these items. However, if any of these are critical to the performance of your invention or are at all unusual, they must be included. (If in doubt, include specific information).

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III. Technical Description

The actual description is preferably organized by first describing the **static physical structure of the invention** and then describing in extensive detail the **operation or function of the invention**, and then, in certain cases, specific examples and/or results of operation of the invention. You should try to identify and include in the description alternate embodiments to assist your patent attorney in drafting claims of sufficient scope. You should use sketches and drawings where necessary to understand the invention (e.g., circuit diagrams, block diagrams, etc.) and refer to such in your description. Each of the parts in the figures should be numbered and a separate list of these reference numerals with the names of their respective parts should be included in a separate section for ease of reference. You should cover every part shown in the figures and be sure to use consistent terminology, but when you refer to a part for the first time, try to include several different equivalent names or alternatives to keep your description broad.

IV. Computer/Software-Related Inventions

If your invention also includes **computer software or code** which may be patentable, in addition to describing the physical structure, you must also describe the software according to certain specific guidelines for computer-related inventions. To satisfy the disclosure requirement, the disclosure must enable a skilled artisan to configure the computer to possess the requisite functionality, and, where applicable, interrelate the computer with other elements to yield the claimed invention, without the exercise of undue experimentation. There are a number of ways to meet such requirements, but the most common are: (1) **actual software code listings (object or source)**, and/or (2) **flowcharts**. However, no matter which of the above-listed ways you choose, you **must** also include an associated explanation in the written description.

A. Software Code Listings

If the program is already written, the easiest way to provide the necessary disclosure is to supply either the **object code** or **source code** listing as an appendix to the application. Copyright protection for such code listings may be retained, but trade secret protection is generally lost if you provide a source code listing. The object code listing, on the other hand, may adequately protect trade secrets in certain source code and may be preferable to frustrate potential competition (since the code is only readable by a machine and, therefore, cannot be modified by writing new code or changing instructions). The difficulty with object code listings, and often with source code listings which do not include programmer's comments, is that such listings do **not** provide a very good understanding of what the invention actually does nor do they provide any guidance to the patent attorney for drafting the claims. The attorney must rely on the associated written description provided by the programmer, which is often not structured or organized.

To make such code listings enabling, you will need to explain in the description how to implement the listing and any special instructions which may be necessary to implement the invention without undue experimentation (if not readily apparent). The explanation should detail how to configure the computer to perform the required function and interrelate with any other elements to yield the claimed invention. For instance, you should state what programming language the listing is in (*e.g.*, C++), how to use it to control the computer or microprocessor, what type of computer or microprocessor to use it with (*e.g.*, Pentium II), and what hardware should be connected to the computer, both on the input and output sides as necessary.

B. Flowcharts

If you choose not to include source code or object code listings, or wish to supplement such listings, you should provide a detailed flowchart. In fact, most patent attorneys and patent examiners prefer flowcharts. The advantage of flowcharts is that they often provide the backbone for writing the claims and can be readily referred to by both the patent attorney during drafting and by the examiner during examination.

The flowchart must be complete and detailed enough to enable any reasonably skilled programmer to write a program, using only routine skills. The flowchart will be adequate even if it would take a programmer several months to write the program, so long as only routine skill and not extraordinary effort will be involved. Unfortunately some nonprocedural programs simply do not fit the flowchart mold (*e.g.*, object oriented or event-driven programs). Another disadvantage in lengthy programs is that the flowcharts may overflow onto separate sheets, making them difficult to follow. Other notations, similar to flowcharts, may be utilized when the program cannot be represented by flowcharts, such as program network charts, system resources charts, entity-relationship diagrams, object diagrams, object-oriented notation, etc. If an alternate notation better suits your program, you must make sure such alternate notations are not obscure, otherwise, an explanation of the notation will also be required.

As previously stated, no matter which way you choose to disclose the software, an associated explanation in the written description is required. When explaining flowcharts, it is best to number each process symbol and then describe the function it performs.

V. Conclusion

Keep in mind that including details and alternatives can prove vital later if you have to rely on these in order to support and distinguish your invention over a close prior art reference cited by the examiner. You should be especially sure to expand your description in areas where you feel that your invention is novel over the prior art.

Once your technical description is prepared, keep in mind that new discoveries or methods related to the invention should be continuously disclosed to the patent attorney as soon as possible so that this information can be included in the application, if necessary, to provide the broadest scope possible.

FACSIMILE COVER SHEET

SALIWANCHIK, LLOYD & SALIWANCHIK

A Professional Association
2421 N.W. 41st Street
Suite A-1
Gainesville, FL 32606

Telephone (352) 375-8100
Facsimile (352) 372-5800

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TO: Franz A. Wakefield, President

COMPANY: CoolTvNetwork.com

FAX NO.: 305-512-6480

NUMBER OF PAGES (INCLUDING COVER SHEET): 4

FROM: Christine Q. McLeod

DATE: March 1, 2000

SUBJECT/MESSAGE: Our Docket No.: CTN-MISC

If you do not receive all pages or if any transmission is not legible, call the sender at (352) 375-8100.

\\:\Dnet\FA\X\wakefield.cqm.wpd\DNB\jvs

APP16 & REC2

Appn Number 09/877,729 (Wakefield) GAU 2174
1 OF 4

SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

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Telephone 352-375-8100

Facsimile 352-372-5800

Roman Saliwanchik

(1926 - 1999)

ORLANDO OFFICE

1000 Legion Place, Suite 1750
Orlando, FL 32801
Telephone 407-426-7500
Facsimile 407-839-9589

February 29, 2000

Franz A. Wakefield, President
CoolTVNetwork.com
17731 N.W. 14th Ct.
Miami, FL 33169

Via Facsimile
(305) 512-6480

Re: Agreement for Legal Services for:
ClickVideoShop software
Our File No. CTN-MISC

Dear Franz:

We are pleased that you expressed an interest in retaining our firm to handle your patent matters. To that end, please find enclosed an Agreement for Legal Services for your review and execution. Upon receipt of the signed Agreement and the fee specified therein, we will commission a search for your technology. You should keep a copy of the executed Agreement for your records.

As we discussed, we estimate the cost of performing a patentability search for your invention by a professional searcher would be in the neighborhood of \$700 including our fee for commissioning the search. We request an advance retainer of \$400 prior to commissioning the search. The balance, if any, will be billed to you upon our receipt of the search from our searcher. Please note that this estimate does not include our fee for analyzing the search results or providing you with an opinion of patentability, which would be billed at an hourly rate of \$200 per hour. We will not review the results nor prepare an opinion without your express instructions.

Please let us know if you have any questions or comments. We look forward to working with you.

Sincerely,



Christine Q. McLeod

CQM/jss

Enclosure (as stated above)

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Appn Number (09/877,729) (Wakefield) GAU 2174
2 OF 4

Agreement For Legal Services

I, the undersigned client, do hereby retain and employ Saliwanchik, Lloyd & Saliwanchik A Professional Association, 2421 N.W. 41st Street, Suite A-1, Gainesville, Florida 32606, as my attorneys to represent me for the purposes of securing intellectual property protection (patent/trademark) for my invention/product.

I agree to pay Saliwanchik, Lloyd & Saliwanchik the amount of \$400.00 as an advance for services to be rendered and expenses incurred. I understand that the funds advanced pursuant to this agreement will be placed into an interest bearing IOTA account (Interest on Trust Account) and that the interest will be forwarded to the Florida Bar Foundation as required by the Florida Rules of Professional Conduct. I understand that I will not receive interest on the advance I am providing.

I understand that Saliwanchik, Lloyd & Saliwanchik will, on a periodic basis, bill me for the services rendered and expenses incurred, and that I shall have ten (10) working days in which to contest any bill. I understand that, after said ten (10) working days, Saliwanchik, Lloyd & Saliwanchik will consider the amount billed to have been fully earned and will then transfer the billed amount from the fees advanced into its general operating fund as payment for services rendered and expenses incurred. I further acknowledge that when the amount provided as an advance has been exhausted, I will, within thirty (30) days, provide the difference between moneys on hand as advanced and the additional billed amount. Alternatively, or additionally, Saliwanchik, Lloyd & Saliwanchik may require that I keep a minimum balance in the trust account if ongoing work is contemplated. Saliwanchik, Lloyd & Saliwanchik will provide me with an accounting of my outstanding balance on a periodic basis and will return to me any unearned amount of the advance upon conclusion of the representation.

Appn Number 09/877,729 (wakefield) GAU 217
3 OF 4

I agree that any attorney in the firm may be designated to perform services for me under this agreement.

Signed this _____ day of _____, 20____.

Client Signature:

Name (Typed): Mr. Franz A. Wakefield

Address: 17731 N.W. 14th Court
Miami, FL 33169

Telephone No.: (305) 512-6489

The above employment is hereby accepted upon the terms stated herein for:

Saliwanchik, Lloyd & Saliwanchik
A Professional Association

Attorney:

Name (Typed): Christine Q. McLeod



App's Number 09/877,729 (Wakefield) GAU 21
4 OF 4

FAX COVER SHEET

SALIWANCHIK, LLOYD & SALIWANCHIK

A Professional Association
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Gainesville, FL 32606

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TO: Mr. Franz Wakefield, President
COMPANY: CoolTvNetwork.com
FAX NUMBER: (305) 512-6480
NUMBER OF PAGES (INCLUDING COVER SHEET): 3
FROM: Christine Q. McLeod
DATE: March 6, 2000
SUBJECT/MESSAGE: Our Docket No. CTN-MISC

If you do not receive all pages or if any transmission is not legible, call the sender at (352) 375-8100.

APP16 & REC3

Appn: 09/877,729 (wakefield) GAU 2174 OA OF 19

SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

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2421 N.W. 41st Street
Suite A-1
Gainesville, Florida 32606-6669
Telephone 352-375-8100
Facsimile 352-372-5800

Roman Saliwanchik
(1925 - 1999)

March 6, 2000

Franz A. Wakefield, President
CoolTVNetwork.com
17731 N.W. 14th Ct.
Miami, FL 33169

VIA FACSIMILE
(305) 512-6480

Re: Our Docket No. CTN-MISC

Dear Franz:

Further to my telephone message of today, we have recently discovered that our firm may have a conflict of interest with a former client of our firm with respect to your particular technology. Therefore, after careful consideration, we have determined that we must decline representation in this matter.

We heartily encourage you, and in fact urge you, to consult other legal counsel of your choice. Attached is a list of just a few software patent attorneys in South Florida who may be able to assist you.

We will return to you under separate cover all original documents which you have provided us and will destroy any of our own internal work product.

Please understand that our determination of non-representation is solely based upon ethical considerations imposed upon us by the Bar and is not indicative of the patentability of your technology.

Thank you for considering our firm. We wish you well in your future pursuits.

Very truly yours,



Christine Q. McLeod

CQM/na
Enclosure (as stated above)
cc: David R. Saliwanchik, Esq.
Jeff Lloyd, Esq.

Appn: 09/877,729 (Wakefield) GAU 2174 08 OF 19

Robert C. Kain, Jr.
 Robert C. Kain, P.A.
 Courthouse Law Plaza
 750 Southeast Third Avenue, Suite 100
 Fort Lauderdale, FL 33316-1153
 Broward County
 Telephone: 954-768-9002
 Toll Free: 800-846-0900
 Telephone: 305-530-9100 (Miami-Dade County)
 Facsimile: 954-768-0158
 Web-Site: <http://www.rckain.com>

DC OF 19

* David P. Lhotz
 Bowen Lhotz & Fittell, P.A.
 1000 West McNab Road
 Pompano Beach, FL 33069
 Broward County
 Telephone: 954-785-5775
 Facsimile: 954-785-7749
 Email: dpl@blf-law.com

\$ 1000 - 1500 ⇒ PROVISIONAL app.

⇒ Paula.

Jackie front desk.

- need
- description of Problem
 - Invention + solve problem
 - how runs routines + subroutine.
 - How it works with drawing.

Steven M. Greenberg
 Quarles & Brady, I.L.P.
 222 Lakeview Avenue, 4th Floor
 West Palm Beach, FL 33401
 Palm Beach County
 Telephone: 561-653-5000
 Facsimile: 561-653-5333
 Email: sg9@quarles.com
 Web-Site: <http://www.quarles.com>

David K. Friedland
 Lott & Friedland, P.A.
 255 Alhambra Circle, Suite 555
 Miami, FL 33134
 Dade County
 Telephone: 305-448-7089
 Facsimile: 305-446-6191
 Email: dkfriedland@patentfla.com
 Web-Site: <http://www.patentfla.com>

Quoted 4000
 \$ 3000 - full application
 for

Appn: 09/877,729 (WAKEFIELD) CAU 2174

FACSIMILE COVER SHEET

SALIWANCHIK, LLOYD & SALIWANCHIK

A Professional Association
2421 N.W. 41st Street
Suite A-1
Gainesville, FL 32606

Telephone (352) 375-8100
Facsimile (352) 372-5800

The information contained in this facsimile message is intended only for the personal and confidential use of the designated recipients named below. This message may be an attorney-client communication, and as such is privileged and confidential. If the reader of this message is not the intended recipient or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this document in error, and that any review, dissemination, distribution, or copying of this message is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone and return the original message by mail. Thank you.

TO: Franz Wakefield

FAX NO.: (305) 512-6480

NUMBER OF PAGES (INCLUDING COVER SHEET): 19

FROM: Christine Q. McLeod

DATE: March 9, 2000

SUBJECT/MESSAGE: CTN-MISC

Enclosed are copies of the documents you requested.

If you do not receive all pages or if any transmission is not legible, call the sender at (352) 375-8100.

Appn Number 09/877,729 (wakefield) GAU 2174
1 OF 19

From: Shannon Audette
To: Christine McLeod
Date: 3/1/00 9:06AM
Caller: Franz Wakefield
Phone: 305-512-6469

☒ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you

Re: Reconsidering a professional patent search. Funds for company are scarce and he will be doing some research on his own. He would like to go ahead directly with the patent.

Appn Number 09/877,729 (Wakefield) GAU 217H
26F19

SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

2421 N.W. 41st Street

Suite A-1

Gainesville, Florida 32606-6669

Telephone 352-375-8100

Facsimile 352-372-5800

Roman Saliwanchik

(1926 - 1992)

ORLANDO OFFICE

1600 Legion Place, Suite 1750
Orlando, FL 32801
Telephone 407-426-7500
Facsimile 407-839-8589

February 29, 2000

Franz A. Wakefield, President
CoolTvNetwork.com
17731 N.W. 14th Ct.
Miami, FL 33169

Via Facsimile
(305) 512-6480

Re: Agreement for Legal Services for:
ClickVideoShop software
Our File No. CTN-MISC

Dear Franz:

We are pleased that you expressed an interest in retaining our firm to handle your patent matters. To that end, please find enclosed an Agreement for Legal Services for your review and execution. Upon receipt of the signed Agreement and the fee specified therein, we will commission a search for your technology. You should keep a copy of the executed Agreement for your records.

As we discussed, we estimate the cost of performing a patentability search for your invention by a professional searcher would be in the neighborhood of \$700 including our fee for commissioning the search. We request an advance retainer of \$400 prior to commissioning the search. The balance, if any, will be billed to you upon our receipt of the search from our searcher. Please note that this estimate does not include our fee for analyzing the search results or providing you with an opinion of patentability, which would be billed at an hourly rate of \$200 per hour. We will not review the results nor prepare an opinion without your express instructions.

Please let us know if you have any questions or comments. We look forward to working with you.

Sincerely,


Christine Q. McLeod

CQM/jss
Enclosure (as stated above)

IT:DOC parlor:cm:1/28/00:wpd/DXB/cqm

Appn Number 09/877,729 (wakefield) GAU 217
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Agreement For Legal Services

I, the undersigned client, do hereby retain and employ Saliwanchik, Lloyd & Saliwanchik A Professional Association, 2421 N.W. 41st Street, Suite A-1, Gainesville, Florida 32606, as my attorneys to represent me for the purposes of securing intellectual property protection (patent/trademark) for my invention/product.

I agree to pay Saliwanchik, Lloyd & Saliwanchik the amount of \$400.00 as an advance for services to be rendered and expenses incurred. I understand that the funds advanced pursuant to this agreement will be placed into an interest bearing IOTA account (Interest on Trust Account) and that the interest will be forwarded to the Florida Bar Foundation as required by the Florida Rules of Professional Conduct. I understand that I will not receive interest on the advance I am providing.

I understand that Saliwanchik, Lloyd & Saliwanchik will, on a periodic basis, bill me for the services rendered and expenses incurred, and that I shall have ten (10) working days in which to contest any bill. I understand that, after said ten (10) working days, Saliwanchik, Lloyd & Saliwanchik will consider the amount billed to have been fully earned and will then transfer the billed amount from the fees advanced into its general operating fund as payment for services rendered and expenses incurred. I further acknowledge that when the amount provided as an advance has been exhausted, I will, within thirty (30) days, provide the difference between moneys on hand as advanced and the additional billed amount. Alternatively, or additionally, Saliwanchik, Lloyd & Saliwanchik may require that I keep a minimum balance in the trust account if ongoing work is contemplated. Saliwanchik, Lloyd & Saliwanchik will provide me with an accounting of my outstanding balance on a periodic basis and will return to me any unearned amount of the advance upon conclusion of the representation.

App's Number 09/877,729 (wakefield)
GAU 2174
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I agree that any attorney in the firm may be designated to perform services for me under this agreement.

Signed this _____ day of _____, 20____.

Client Signature:

Name (Typed): Mr. Franz A. Wakefield

Address: 17731 N.W. 14th Court

Miami, FL 33169

Telephone No.: (305) 512-6489

Appn Number 09/877,729 (Wakefield)
GALL 2174
5 of 19

The above employment is hereby accepted upon the terms stated herein for:

Saliwanchik, Lloyd & Saliwanchik
A Professional Association

Attorney:

Name (Typed): Christine Q. McLeod



From: Shannon Audette
To: Christine McLeod
Date: 2/25/03 12:04PM
Caller: Franz Wakefield
Phone: 305-512-6489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you

Did you receive the outline? He is eager to begin with the next step.

2/25 - 12:09 AM - Ret call. Confirmed receipt of message. Passed info along to CM & he will get back to you sometime next week. *for*

Appn Number 09/877,729 (wakefield)
GAU 2174
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PULL

CTN - MISC

packet ing.

From: Amy Ashley
To: Christine McLeod
Date: 2/23/00 11:03AM
Caller: Franz Wakefield
Phone: 305-512-6489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

wondered if you received his letter re: characteristics of his invention

PLC @/23 left msg - no I did
not receive anything recently.

Appn Number 09/877,729
(Wakefield) GAU 2174

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February 18, 2000

Christine Q. McLeod
Saliwanchik, Lloyd & Saliwanchik
2421 N.W. 41st Street Suite A-1
Gainesville, Florida 32606-6669

FEB 22 2000

Appn. Number 09/877,729
(Wakefield) GAU 2174
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Christine,

Enclosed is the information you requested regarding the details of the invention, some related patents, and our differentiation. I have sent the disclosure deposit forms with the appropriate fee. Please advise me on your ideas on completing a professional search.

Is it safe to assume that a professional patent search is the best course to take if we intend on patenting around similar patents?

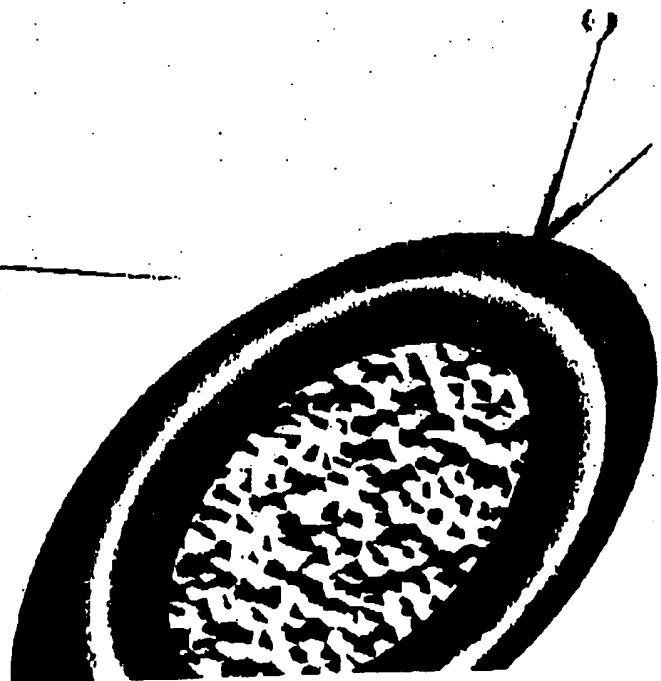
Please get back in touch with me regarding this matter so we can take the appropriate steps in an expedient fashion.

Best Regards,

A stylized, handwritten signature in black ink, appearing to read "Frank A. Wakefield".

FRANK A. Wakefield
President
COOLTVNetwork.com

Internet Audio-Video Entertainment



INVENTION SUMMARY

The purpose of this document is to describe the purpose and methodology of the ClickVideoShop software. In conjunction with prerecorded video, this software is a key component in providing an immersive and interactive user experience via the internet. The ClickVideoShop software is written in the Java programming language, which allows the ClickVideoShop experience to be enjoyed on a wide variety of computing platforms. The ClickVideoShop software facilitates the use of a video source as a conduit to accessing related information. The prerecorded video provides the foundation to engage the user in the content of the web site. The ClickVideoShop software uses "hot spots," or areas in the video playback area delineated by outlines or shading, as visual cues to alert the user that clicking within the hot spot gives them access to additional information. This is analogous to a hypertext link being highlighted in an HTML when the cursor moves over it. The type and delivery of the additional information is user-controlled by a menu bar displayed at the top or bottom of the area where the video is playing. Clicking on options in the menu bar determines what action is taken when the user clicks on a hot spot. The software currently supports four modes: "ClickVideoShop", where clicking on a hot spot adds the item to the user's shopping cart, "Entertain" mode, where clicking on the hot spot opens another movie in another browser, "Link", where clicking on a hot spot opens another web page, and "Bid", which enters a bid for the item into the specified bidding system. A hot spot must support at least one of these modes, and can support all four if desired. The software provides for a virtually unlimited number of associations between video and internet-accessible information since the extensibility of the menu bar allows code to support additional relationships to be added. For example, during playback of a music video, a hot spot could load in-depth product or performer information, a bid submission form, or an additional movie. The hot spot is also defined by the time during video playback when it is active. A hot spot is activated when the user moves the cursor into the hot spot's area at a point in time within the interval in which the hot spot is specified to be active or when the object on the screen is illuminated, outlined, or shaded. An active hot spot is one in which the perimeter of its area is visible, or the area has been shaded. The information to define a hot spot, which includes its area within the video playback area, the additional information it references, and its begin and end activation time is specified in a data file, which is loaded when the video is loaded and may contain as many hot spot definitions as necessary. When the video reaches the end, the data file also specifies whether or not playback of the video should start again at the beginning.

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(wakefield) GAU 2174
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Summary of the HTML and Data File Contents

The HTML document loaded by the web browser contains tags that specify:

- 1.) The path to a Java applet containing the object code necessary to execute the claims specified in the patent
- 2.) The path to the video file that the applet will play.
- 3.) The path to a data file that contains variables used to create objects that contain the information needed to represent areas on the screen, called "hot spots", in software.

The data file contains tags that specify:

- 1.) Whether the movie should only play once or continue to loop.
- 2.) The URL of the web page to open when the object is clicked.
- 3.) A signature that uniquely identifies an item so that it can be added to a shopping cart when the object is clicked.
- 4.) The URL of a movie to play when the object is clicked.
- 5.) A signature that uniquely identifies an item such that a bid for it can be entered into a bidding system when clicked.

Tag (1) is required, and at least one of (2)-(5) must be specified

Discussion of Related Patents

5,918,012: Hyperlinking time-based data files

Embeds movies into another file type

Doesn't state that it uses hot spots

Doesn't load the data file at startup – consults it on every click

5,708,845: System for mapping hot spots in media content for interactive digital media program

Uses the term hot spot explicitly

States that the data file is separate from the movie

Doesn't talk about only linking to web pages- talks about linking to additional types of data. However, they don't discuss the user having the ability to change the type of information the hot spot links to, or having a hot spot link to multiple types of information

Microsoft Developer Article: AVI Files with Hot Spots

http://msdn.microsoft.com/library/techart/msdn_avihot.htm

5,539,871: Method and system for accessing associated data sets in a multimedia environment in a data processing system

Talks about associating data with elements in a multimedia presentation

Talks about using graphical cues to indicate a hyperlink

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(Wakefield) GAU 2174
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5,970,504: Moving image anchoring apparatus and hypermedia apparatus which estimate the movement of an anchor based on the movement of the object with which the anchor is associated
Talks about time intervals in which the hyperlink is active
Very verbose - didn't get a chance to finish reading through it

Appo Number 09/877,729
(Wakefield) GAU 2174
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From: Amy Ashley
To: Christine McLeod
Date: 2/17/00 10:43AM
Caller: Franz Wakefield
Phone: 305-512-6489

CTN-MISC
(pat ing).

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you

questions re: document disclosure request; he's unsure how detailed he should be regarding the description of his invention since the document offers no protection (he's conducting an experiment today, so he may need to call you back)

fax - 305-512-6489

PLC left msg.

PLC 2/29/00 -

* \$100 deposit & eval → \$700

* \$2000 minimum 3000-4000
unless inventor provides entire
technical description, then can
be about \$1000-2000.

* try to get faster than 3-5 weeks.
(just file 5-10 day turnaround).

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(wakefield) GRU 2174
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SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

2421 N.W. 41st Street

Suite A-1

Gainesville, Florida 32606-6669

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ORLANDO OFFICE

1800 Legion Place, Suite 1750

Orlando, FL 32801

Telephone 407-426-7500

Facsimile 407-839-8589

Roman Saliwanchik

(1926 - 1999)

Appn. Number 09/877,729
(Wakefield) GAU 2174

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February 14, 2000

Franz A. Wakefield, President

CoolTvNetwork.com

17731 N.W. 14th Ct.

Miami, FL 33169

Re: United States Patent and Trademark Office Document Disclosure Program
Our Docket No.: CTN-MISC

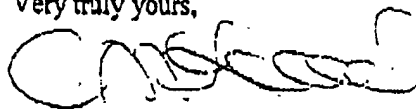
Dear Franz:

Enclosed for your review are copies of the Patent Office's guidelines regarding the Disclosure Document Program. As part of the documentation of the conception of your invention, you may wish to utilize this program. If so, please complete the form and mail it to the Patent Office as addressed in the upper left-hand corner of the form along with a detailed description of your invention, a check in the amount of \$10 made payable to the "Assistant Commissioner for Patents" and a self-addressed, stamped return postcard to acknowledge receipt.

This document provides no patent protection nor does it serve as a "grace period" prior to filing your application. This program merely serves as additional evidence of the date of conception of an invention and must be referenced in a later filed patent application within two years.

If you have any questions, please do not hesitate to call.

Very truly yours,



Christine Q. McLeod

CQM/aa

Enclosure (as stated above)

Disclosure Document Deposit Request

Mail to:

Box 00
Assistant Commissioner for Patents
Washington, DC 20231

Inventor(s): _____

Title of Invention: _____

Enclosed is a disclosure of the above-titled invention consisting of _____ sheets of description and _____ sheets of drawings. A check or money order in the amount of _____ is enclosed to cover the fee (37 CFR 1.21(c)).

The undersigned, being a named inventor of the disclosed invention, requests that the enclosed papers be accepted under the Disclosure Document Program, and that they be preserved for a period of two years.

Signature of Inventor _____

Address _____

Typed or printed name _____

Date _____

City, State, Zip _____

NOTICE TO INVENTORS

It should be clearly understood that a Disclosure Document is not a patent application, nor will its receipt date in any way become the effective filing date of a later filed patent application. A Disclosure Document may be relied upon only as evidence of conception of an invention and a patent application should be diligently filed if patent protection is desired.

Your Disclosure Document will be retained for two years after the date it was received by the Patent and Trademark Office (PTO) and will be destroyed thereafter unless it is referred to in a related patent application filed within the two-year period. The Disclosure Document may be referred to by way of a letter of transmittal in a new patent application or by a separate letter filed in a pending application. Unless it is desired to have the PTO retain the Disclosure Document beyond the two-year period, it is not required that it be referred to in the patent application.

The two-year retention period should not be considered to be a "grace period" during which the inventor can wait to file his/her patent application without possible loss of benefits. It must be recognized that in establishing priority of invention an affidavit or testimony referring to a Disclosure Document must usually also establish diligence in completing the invention or in filing the patent application since the filing of the Disclosure Document.

If you are not familiar with what is considered to be "diligence in completing the invention" or "reduction to practice" under the patent law or if you have other questions about patent matters, you are advised to consult with an attorney or agent registered to practice before the PTO. The publication, *Attorneys and Agents Registered to Practice Before the United States Patent and Trademark Office*, is available from the Superintendent of Documents, Washington, DC 20402. Patent attorneys and agents are also listed in the telephone directory of most major cities. Also, many large cities have associations of patent attorneys which may be consulted.

You are also reminded that any public use or sale in the United States or publication of your invention anywhere in the world more than one year prior to the filing of a patent application on that invention will prohibit the granting of a patent on it.

Disclosures of inventions which have been understood and witnessed by persons and/or notarized and other examples of evidence which may also be used to establish priority.

There is a nationwide network of Patent and Trademark Depository Libraries (PTDLs), which have collections of patents and patent-related reference materials available to the public, including automated access to PTO databases. Publications such as *General Information Concerning PTOs* are available at the PTDLs, as well as the PTO's Web site at www.uspto.gov. To find out the location of the PTDL closest to you, please consult the complete listing of all PTDLs that appears on the PTO's Web site or in every issue of the Official Gazette, or call the PTO's General Information Service at 800-PTO-8199 (800-786-8180) or 703-308-HELP (703-308-4357). To ensure assistance from a PTDL staff member, you may wish to contact a PTDL prior to visiting to learn about its collections, services, and hours.

Burden Hour Statement: This collection of information is used by the public to file (and by the PTO to process) Disclosure Document Deposit Requests. Confidentiality is governed by 35 USC 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed Disclosure Document Deposit Request to the PTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, D.C. 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, D.C. 20231.

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(wakefield) GAU 2174
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DISCLOSURE DOCUMENT PROGRAM

A service provided by the US Patent and Trademark Office (PTO) is the acceptance and preservation for two years of "Disclosure Documents" as evidence of the date of conception of an invention.

A paper disclosing an invention (called a Disclosure Document) and signed by the inventor or inventors may be forwarded to the PTO by the inventor (or by any one of the inventors when there are joint inventors), by the owner of the invention, or by the attorney or agent of the inventor(s) or owner. The Disclosure Document will be retained for two years, and then be destroyed unless it is referred to in a separate letter in a related patent application filed within those two years.

THE DISCLOSURE DOCUMENT IS NOT A PATENT APPLICATION, AND THE DATE OF ITS RECEIPT IN THE PTO WILL NOT BECOME THE EFFECTIVE FILING DATE OF ANY PATENT APPLICATION SUBSEQUENTLY FILED. LIKE PATENT APPLICATIONS, THESE DOCUMENTS WILL BE KEPT IN CONFIDENCE BY THE PATENT AND TRADEMARK OFFICE.

This program does not diminish the value of the conventional, witnessed, permanently bound, and page-numbered laboratory notebook or notarized records as evidence of conception of an invention, but it should provide a more credible form of evidence than that provided by the popular practice of mailing a disclosure to oneself or another person by registered mail.

Content of the Disclosure Document

The benefits afforded by the Disclosure Document will depend directly upon the adequacy of the disclosure. It is strongly recommended that the document contain a clear and complete explanation of the manner and process of making and using the invention in sufficient detail to enable a person having ordinary knowledge in the field of the invention to make and use the invention. When the nature of the invention permits, a drawing or sketch should be included. The use or utility of the invention should be described, especially in chemical inventions.

Preparation of the Document

A standard format for the Disclosure Document is required to facilitate the PTO's electronic data capture and storage. The Disclosure Document (including drawings or sketches) must be on white letter-size (8.5 by 11 inch) or A4 (21.0 by 29.7 cm) paper, written on one side only, with each page numbered. Text and drawings must be sufficiently dark to permit reproduction with commonly used office copying machines. Oversized papers, even if foldable to the above dimensions, will not be accepted. Attachments such as videotapes and working models will not be accepted and will be returned.

Other Enclosures

The Disclosure Document must be accompanied by a separate cover letter signed by the inventor stating

Appo Number 09/877,729
(Wakefield) GAU 2174
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that he or she is the inventor and requesting that the material be received under the Disclosure Document Program. The inventor's request may take the following form:

"The undersigned, being the inventor of the disclosed invention, requests that the enclosed papers be accepted under the Disclosure Document Program, and that they be preserved for a period of two years."

A Disclosure Document Deposit Request form (PTO/SB/95) can also be used as a cover letter. This form is available at the PTO Web site at <http://www.uspto.gov> or by calling PTO General Information Services at 800-786-9199 or 703-308-4357.

A notice with an identifying number and date of receipt in the PTO will be mailed to the customer, indicating that the Disclosure Document may be relied upon only as evidence and that a patent application should be diligently filed if patent protection is desired. The PTO prefers that applicants send two copies of the cover letter or Disclosure Document Deposit Request form and one copy of the Disclosure Document, along with a self-addressed stamped envelope. The second copy of the cover letter or form will be returned with the notice. It is not necessary to submit more than one copy of the document in order for it to be accepted under the Disclosure Document Program.

WARNING to Inventors

The two-year retention period is not a "grace period" during which the inventor can wait to file his or her patent application without possible loss of benefits. It must be recognized that, in establishing priority of invention, an affidavit or testimony referring to a Disclosure Document must usually also establish diligence in completing the invention or in filing the patent application after the filing of the Disclosure Document.

Inventors are also reminded that any public use or sale in the United States or publication of the invention anywhere in the world more than one year prior to the filing of a patent application on that invention will prohibit the granting of a U. S. patent on it. Foreign patent laws in this regard may be much more restrictive than U. S. laws.

The PTO advises inventors who are not familiar with the requirements of U. S. patent law and procedures to consult an attorney or agent registered to practice before the PTO.

A list of the Attorneys and Agents Registered to Practice Before the U.S. Patent and Trademark Office can be viewed and searched at no charge at the PTO Web Site at <http://www.uspto.gov> and examined without charge at Patent and Trademark Depository Libraries (PTDLs). PTO General Information Services will provide a list of names of attorneys and agents for a particular city or zip code for customers without Web access. Call 800-786-9199 or 703-308-4357.

This list may be purchased from the PTO on CD-ROM by calling 703-306-2600. A print publication of the Attorneys and Agents Registered to Practice Before the U. S. Patent and Trademark Office may be available from:

Superintendent of Documents
P.O. Box 371954
Pittsburgh, PA 15250-7954
202-512-1800

Call 202-512-1800 to check on availability. The Superintendent of Documents sales site is at:

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(wakefield) GAU 2174
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Disposition

The Disclosure Document will be preserved by the PTO for two years after its receipt. It will be destroyed unless it is referred to in a separate letter in a related patent application filed within the two-year period. The separate letter filed in the related patent application must identify not only the patent application, but also the Disclosure Document by its title, number, and date of receipt in the PTO. Acknowledgment of such letters will be made in the next official communication or in a separate letter from the Patent and Trademark Office.

Fee

A fee of \$10.00 in the form of a check or money order made payable to "Assistant Commissioner for Patents" must accompany the Disclosure Document when it is submitted to the Patent and Trademark Office. Documents without the full fee will be returned. Mail the Disclosure Document with payment to:

Box DD

Assistant Commissioner for Patents
Washington, DC 20231

Applicants can request a copy of their Disclosure Document as filed in the Patent and Trademark Office if they are the original submitters of the document. The request must be made in writing and accompanied by a fee of \$25.00.

Fees are subject to change annually. To confirm current fees, PTO General Information Services (GIS) Customer Representatives can be reached from 8:30 a.m. to 5:00 p.m. Eastern Time, Monday through Friday (except Federal holidays) by calling 800-786-9199 or 703-308-4357. The GIS fax number is 703-305-7786 and the TTY is 703-305-7785. Find the current fee schedule and other information about the PTO at Go to (SPTO) Home Page.

Provisional Application for Patent

Inventors also have the option of filing a Provisional Application for Patent. View information about this related service at the PTO Web site or request a print brochure by calling 800-786-9199 or 703-308-4357.

Patent and Trademark Depository Libraries (PTDLs)

The three Partnership Patent and Trademark Depository Libraries (PTDLs) have been authorized to act as PTO's "agents" in accepting documents filed under the Disclosure Document Program. This service provides customers with a completed transaction on-site, eliminating the wait for PTO notification of acceptance. The documents are stamped with an identifying number and date at the time of receipt by the PTDL. Original documents are sent to the PTO for processing and retention.

To locate a Patent and Trademark Depository Libraries near you, consult the complete listing of PTDLs found in every issue of the Official Gazette, call PTO General Information Services at 800-786-9199 or 703-308-4357, or access the PTO Web site. The nationwide network of (PTDLs) has collections of patents and patent-related reference materials available to the public, including automated access to PTO data bases. Publications such as General Information Concerning Patents may be inspected at the PTDLs. Contact the PTDL prior to your visit to learn about its collections, services, and hours.

Appn Number 09/877,129
(Wakefield) GAU 2174
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From: Amy Ashiey
To: Christine McLeod
Date: 2/14/00 9:04AM
Caller: Franz Wakefield
Phone: 305-512-6489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you

if he's not there, leave a msg. with the best time for him to call

- He did his own search.

Trying to save \$, not
sure whether do have prof
search done.

- Making flow chart + summary.

- will send along w/ copies of
reports we have.

find
file

AppN. Number 09/8177,729
(Wakefield) GAU 2174

18 of 19

From:
To:
Date:
Caller:
Phone:

Amy Ashley
Christine McLeod
2/7/00 8:30AM
Franz Wakefield
305-512-8489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you

Appn Number 09/877,72
(Wakefield) GAU 217H
19 OF 19

PLC 2/8/00 - Gft msg. that I
received + would receive
materials + call back
tomorrow.

PLC 2/11/00 - Reviewed disclosure -
Call back to begin process.

FACSIMILE COVER SHEET

SALIWANCHIK, LLOYD & SALIWANCHIK

A Professional Association
2421 N.W. 41st Street
Suite A-1
Gainesville, FL 32606

Telephone (352) 375-8100
Facsimile (352) 372-5800

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TO: Franz Wakefield

FAX NO.: (305) 512-6480

NUMBER OF PAGES (INCLUDING COVER SHEET): 20

FROM: Christine Q. McLeod

DATE: March 9, 2000

SUBJECT/MESSAGE: CTN-MISC

Enclosed are copies of the documents you requested.

If you do not receive all pages or if any transmission is not legible, call the sender at (352) 375-8100.

APP16 & REC3A

Appx Number 09/877,729 (wakefield)
GAU 8174
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From: Shannon Audette
To: Christine McLeod
Date: 2/8/00 12:19PM
Caller: Franz Wakefield
Phone: 305-512-6489

☒ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you

I told him that you were out to lunch and that you did get his package. He would like for you to call him.

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CAU 2174
2 OF 20



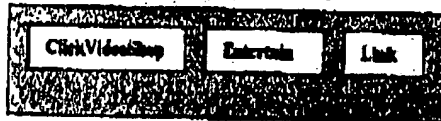
January 31, 2000

Saliwauchik, Lloyd, & Saliwauchik
2421 N.W. 41st Street Suite A-1
Gainesville, Florida 32606-6669

Christine,

The information included in this package should bring you up to speed on my business concept and the cutting edge technology, I believe will revolutionize today's Internet culture. Although there may be other entities that may have approached the concept, I believe the idea of placing the video in various modes while simultaneously using the video objects as hyperlinks is our differentiating factor.

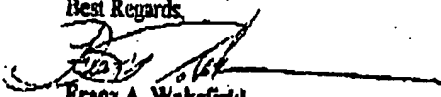
Ex: (Running Video)



Tool Bar

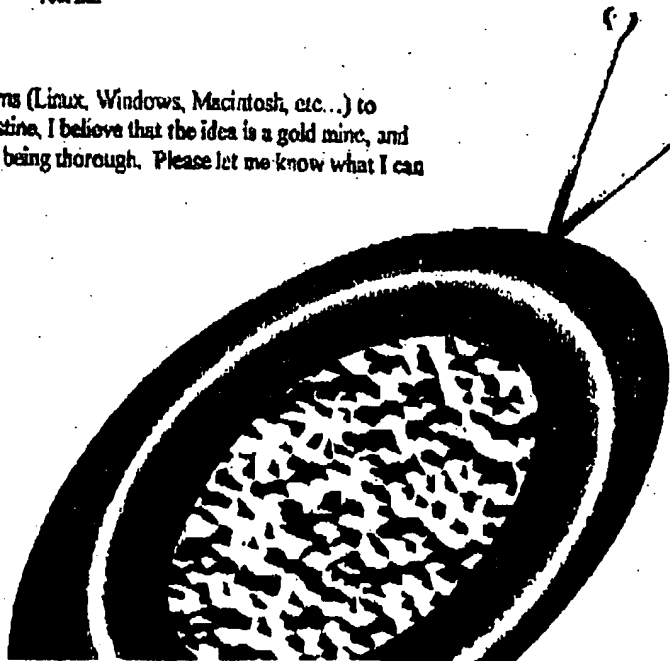
The technology will be made to work on different platforms (Linux, Windows, Macintosh, etc...) to maximize the site's user population and interaction. Christine, I believe that the idea is a gold mine, and We should take all the necessary steps to move fast while being thorough. Please let me know what I can do to make your job easier.

Best Regards,


Franz A. Wakefield
President & CEO
COOLTVNetwork.com
Internet Audio & Video Entertainment

FEB - 4 2000

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(Wakefield) GAU 2174
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1.2 Mission

COOLTVNetwork.com will aggregate entertainment sources (music, sports, cartoons, and commercials) to offer a variety of self-contained, yet complementary entertainment portals. COOLTVNetwork.com will appeal to a diverse cross-section of potential users. With its proprietary viewing software, users will "ClickVideoShop" @ COOLTVNetwork.com and experience revolutionary interactive entertainment and a unique kind of virtual shopping.

The overall positioning of the site is embodied in the appeal of being 'eCOOL!' Whether it's youths or adults, users will associate COOLTVNetwork.com with being involved in the most cutting-edge entertainment experience available: sports, music, cartoons, commercials, and ultimately movies and other audio/video options will position our site as the most complete, convenient and customizable source for entertainment. The balance between the old and the new will create both nostalgia and excitement for site visitors. The past, present and future of 'eCOOL!' will be available at the click of a button. And, it can be viewed using the latest in video browser technology, highlighting the experience for the consumer and offering marketing opportunities for the retailer.

The sites' diverse and comprehensive archive of entertainment options, from music to sports, will create the 'sickest' virtual entertainment site on the Internet. Just a click away, "Hot Spots" attached to objects in the video files will encapsulate users in the euphoria of the video moment. CLICKVideoShopping will create the long sought after Buchanan moment on the Internet. This 'seducible' moment, will entice consumers to purchase video objects, link to other videos, or connect to the manufacturer's website. With the attraction of superior proprietary technology, traditional local marketing, customized consumer specific target marketing, and expanding/promoting according to the particular tastes of our users, COOLTVNetwork.com will develop a trusted, quality, and personalized entertainment source, for a worldwide audience.

COOLTVNetwork.com will evolve into the Internet's first ClickVideoBay filled with fully interactive entertainment ClickVideoShops. The network will become a personalized kaleidoscope of its customers favorite blend of the old with the new. An archive of video content will hark of the days when your favorite athlete captured your imagination, when your favorite performer inspired your creativity, or when you first heard the catchy slogan that became the buzz of your generation. Interaction with cutting-edge artists, memorable live entertainment events, and local involvement such as music videos and homemade commercials will also populate COOLTVNetwork.com. COOLTVNetwork.com will be a site the whole family can enjoy. While adults enjoy music and sports and other video entertainment, the next generation of Cool kids will begin with cartoons on the COOLCartoons network. Customers will enjoy the value-added aspects of technology appeal, input recognition and personalized attention. They will experience a proverbial cyberspace playground, featuring provocative and eclectic content in a friendly environment.

COOLTVNetwork.com will utilize its competitive advantages to become one of the most respected names in the entertainment industry and will effectively appeal to many different Internet user segments. Besides the audience of consumers, COOLTVNetwork.com will offer significant benefits to corporate clients. Capturing this important segment of users will allow COOLTVNetwork to evolve into a centralized resource for entertainment, marketing, retailing, research, and artist interaction. COOLTVNetwork.com will emerge as the materialization of an industry leader which embodies the future of the video production, delivery and distribution industry.

With a never-ending enthusiasm for their global audio and video community, artists, promoters and users alike will fuel the creative Mecca known as COOLTVNetwork.com. The content and environment of COOLTVNetwork.com will be shaped by the creativity of all of the participants. In this respect, traditional corporate policies will not be applicable; the power will remain in the hands of all of the creators. The vibrancy and excitement of the entertainment industry will create a culture that engages and entertains. The network will be an extension of the richness of each portal. It will be a canvas for a global community of users to decorate.

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3.0 Products and Services

COOLTVNetwork.com's longterm vision will be encapsulated in being pioneers of net-interactivity, entertainment, CLICKVideoShopping, & becoming the industry leader for audio- and video- entertainment needs. Our company has positioned itself to transcend these basic corporate strategies across various entertainment categories (Sports, Music, Entertaining Commercials, & Cartoons/VideoGames).

Our corporate formula is equal to four entertainment sites under the COOLTVNetwork. Each exemplifying cutting-edge technology, net-interactivity, customizable entertainment, & CLICKVideoShopping

Products (COOLPlaysoftheDay.com/Sports Center)

- Sports Equipment
- Sports Wear
- Footwear
- Memrobia
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear

Products (COOLCommercials.com)

- Consumables
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear
- Memrobilia

Products (COOLMusicVideos.com)

- CD's
- Urban & Contemporary clothing
- Cosmetics
- Footwear
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear

Products (COOLCartoons.com)

- Toys
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear
- Video Games
- Educational Tools
- Memrobilia

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Services Related To Site Genre

- Interactive Entertainment Video Archive (with CLICKVideoShopping)
- Membership ("Digital Lockers") with customized entertainment
- Live & Looped interviews with local, national, & international artists, athletes, and celebrities
- Home Talent contests @ in the "Post-It-Corner"
- Entertaining Video Biographies (video footage of career growth) of artists, athletes, celebrities, company or product lines
- "Now-&-Then" entertainment news
- "Video Time Capsules" of our favorite moments with athletes, performers, and commentators of our time
- Interactive Games
- "ClickVideoAuctions" in Fan-club arenas
- Talk Back! in the "Critique Corner"
- Consumer & Market Research

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3.1 Product and Service Description

Products

Through our patented CLICKVideoShopping technology, COOLTVNetwork.com will sell a collage of brand name products like Nike, FUBU, Polo, Spalding, Lorel, Karl Kani, Nautica, Arista Records, Pro Player, eToys, Wilson, and eBay. Delivering to a long waited digital community, the Net's 1st. customizable entertainment, with e-tailing experience.

Services

- **Digital Lockers**--allows members to search the interactive entertainment database for their favorite selections and save them in their own personalized and private digital space. Users can chose to store & organize video entertainment, entertainment news past & present, and personal notes.
- **Video Time Capsules**--offers users special video compilations of their favorite era in time.
- **Video Biographies**--offers users special video compilations of their favorite athletes, artists, and entertainers.
- **Post-It-Corners**--gives users, with aspirations to be in the entertainment industry, the creative outlet to "Post-It!" (music singles, video scenes from aspiring Big Screen movie makers, & Video Biographies from hopeful supermodels). This service will provide the global community with a grab-bag of quality, filtered, and a vivid source for entertainment.
- **Now-&-Then Entertainment News**--gives users a searchable database of video footage, and text information that documents entertainment news of the past and present. This service will span a variety of entertainment categories under the COOLTVNetwork, focusing on the event and the relevant artist, athletes, and entertainers.
- **CLICKVideoShopping**--presents proprietary CLICKVideo technology to net-surfers and allows them to place the actual video files in Entertain, CLICKVideoShop, or Link mode. These particular modes will allow the user to click on video objects, open other relative videos (Video Biographies, Prospective athlete footage, Video Time Capsules, etc.), add objects to a digital shopping cart, or link to the object's manufacturer website.
- **Talk Back!**--gives consumers the opportunity to voice their opinion in the "Critique Corner." This service will be a useful resource to many fronts; whether it be utilizing the authentic criticism to effectively tailor our site to our consumers, or allocating the comments as a resource for market research & consumer analysis. This service will provide the necessary feedback for a consumer conscious evolving website.

3.2 Competitive Comparison

COOLTVNetwork has laid its foundation on a unique set of entertainment services that offers consumers purchasing power in three distinct markets e-tailing, audio and customizable video, and artist representation. While there are other Internet entertainment companies, none produces or presents products and services in a centralized network of versatile and engaging content. With our proprietary software we make CLICKVideoShopping possible, net-interactivity, and "Pop-up-Video." We create a digital backbone of audio & video entertainment that facilitates local, national, and international users to create their own customized entertainment content in "Digital Lockers."

COOLTVNetwork will appeal to all users regardless of geography, age, gender, or race. The idea of being "eCOOL" is limitless and appealing to all! COOLTVNetwork will signify more than just audio/video streaming; instead, it will be the very essence of entertainment! Individuals will respond to both the completeness and familiarity of the site, the evolution of which they contribute to on a continuing basis.

The nature of encouraging the digital community to participate in the evolution of COOLTVNetwork lies in the recognition that the possibilities are limitless, bounded only by the imagination of the global community. We cannot hope to foresee all of the wonderful and exciting opportunities that will arise as a matter of course in developing the COOLTVNetwork, but our Network will flourish from creating a canvas for the world to paint.

3.4 Sourcing

COOLTVNetwork has made key contacts to acquire the video files, which will be securely housed in our database farm. These contacts penetrate local and national arenas in sports, music, commercials, and cartoons.

CLICKVideoShopping will be available to surfers engaging in the sites' archive of video entertainment. The products sold through ClickVideo Shopping will be obtained directly from each products respective manufacturer. This pioneering technology will enhance manufacturers sales exponentially by adding the element of spontaneity to Internet purchases. COOLTVNetwork will benefit by receiving a margin for generating the sale.

Picture surfing @ COOLPlaysOfTheDay.com, and reminiscing on game 6 of the Chicago Bulls vs. Utah Jazz play-off. With Chicago trailing by three points, Michael Jordan scores on a drive, strips the ball from Karl Malone, and buries the game-winning shot with 5.2 seconds to go. What if you had the opportunity to click on the Nike or Chicago Bulls logo, pause the video, and link to their respective websites, or click on Michael Jordan's sneakers, and add it to your digital shopping cart, while caught in the awe of The Legend himself. COOLTVNetwork.com will give corporate clients this interactive advertising and marketing edge; an edge that will provide deeper consumer psychological tagging, and more profound product recognition. It will provide the long sought after Buchanan moment, a seducible moment, for consumers via the Internet.

3.5 Technology

COOLTVNetwork has dedicated its efforts and resources to creatively pushing the envelope of technology. Our team has partnered with Exodus Communications, a premier Managed Monitoring Service provider, to obtain cutting edge bandwidth capabilities, hardware, and real-time monitoring.

Our progressive company has meshed innovative ideas with products, services, and marketing phrases that will distinguish COOLTVNetwork.com from its competition. We are in the process of acquiring trademarks on our products along with the corresponding patents.

Our products & services will make entertainment interactive, centralized, customizable, and on demand. The COOLTVNetwork team is continually generating ideas that will keep us ahead of any spin-off companies that may try to imitate us.

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3.6 Future Products and Services

Our team is constantly re-inventing itself. By remembering at every stage that the power belongs to the consumer, we plan on developing a trusted, quality, and personalized entertainment source.

Our team is poised and positioned to bring "iBOONKAI" the web accessible companion and BOONKAI Wear (Children's Sports & Apparel) to children (infants - 10yrs) nationwide, by September 2000.

"iBOONKAI" the information companion ("iCompanion") will usher children into the digital revolution, providing the capacity to download cartoons, games, and interactive educational tools to a mobile "iToy," the next generation in children's entertainment.

In October 2000 COOLTVNetwork will use a unique way of multicasting video with conference rooms, and one-of-a-kind purchase and categorical templates, to tap the lucrative B2B market using interactive video files. It will be the birth of the Internet's first "ClickVideoBay," the next generation in Internet auctions.

With the president of the United States of America, addressing the nation about 'The Digital Divide,' and his firm commission of implementing new policies to increase the exposure of all schools, consumers, and citizens to the Internet, CNN Headline News (Dec. 9, 1999)—it is eminent that we will be entrenched in a digital society. What we are seeing is the beginning of an explosive exponential growth of an era of global inter-connectivity and technology that will usher us (humans) into the sci-fi millennium we envisioned years before.

4.0 Market Analysis Summary

With the Internet population at 110 million, and 41% of Americans having Internet access from home or office, it will be important for e-businesses to grasp the opportunity of retail via the Internet. Ernst & Young estimates that 9 million households in the U.S. will shop on-line this year, up from 4.5 million in 1997. Forrester Research Inc. of Cambridge, Mass., reported that by 2003, 40 million U.S. households will buy online, growing web revenues to 108 billion. COOLTVNetwork.com will harness the element of video entertainment to tap into this lucrative embryonic Internet retail market. Gen-X surfers will ClickVideoShop @ COOLMusicVideos.com, while Baby Boom surfers ClickVideoShop @ COOLCommercials.com and CoolSportsCenter.com. Surfers will be able to purchase clothing, hardware, footwear, Cd's, cosmetics, sporting goods, etc, while being emotionally enthralled in the video moment. COOLTVNetwork.com fully understands the ramifications of it being "The Year 2000," and that trips to the local department store, grocery store, or neighborhood music outlet are frankly, becoming more passé. With the changes in business and technology it will be important for businesses to "Get eCOOL!" With the average household receiving 3 to 4 monthly bills on-line, by the end of 1999, and 15 million U.S. households receiving their bills online by 2002, COOLTVNetwork.com will be poised @ entering Internet e-Commerce through the varying facets of entertainment. Every business decision will oscillate around engendering change, thinking "eCOOL!" and continually evolving.

COOLTVNetwork.com will enter the audio market through its sub affiliate COOLMusicVideos.com. The site will showcase a collage of local and national talent in every genre of music. From CLICKVideoShopping, to music video archives, to live streamed performances, and relative entertainment news, COOLMusicVideos.com will be @ the pulse of the digital revolution. With alternative Internet music stations, like 3WK, boasting 500,000 listeners a month, with more tuning in daily and on-line music sales increasing to \$1.6 billion by 2002 (7.5% of the overall music market), COOLTVNetwork will position itself as the 'Coolest' alternative to the 'Brick and Mortar' establishments of the old. The company will merge old ways of business with cutting edge technology, becoming one of the Internet's 1st 'Clicks & Mortar' establishment. Surfers will have the opportunity to purchase Cd's, Urban and Contemporary clothing, cosmetics, and footwear while being entertained by secured streamed music and music videos from local and national talent. Just as MP3.com's website saw 9 million downloads of more than 56,000 songs—an astounding

number, given that the vast majority are from unsigned acts, so shall COOLMusicVideos.com position itself as the liaison between local and national talent and music lovers worldwide. Our team pledges to nullify corporate barriers of old business ways, and provide a bridge for genuine talent to effectively enter the market place.

Video

Video is undoubtedly the last phase in the evolution of multimedia entertainment via the Internet. Although the limiting factor is the available bandwidth, codecs are astutely deciphering the bandwidth puzzle. "As cable modems and DSL connections become common place, fiber crosses the last mile, and codecs get more advanced, downloading music videos, TV Shows, and even feature films will be apart of our everyday Net experience. We'll use the word 'download' as readily as we say 'catch' a movie or 'pop' in a Cd. MP3 is merely the opening act." —Wired Aug. 1999. COOLTVNetwork.com realizes that the bandwidth bottleneck will be opened, and there will be a convergence of television and computer. "I don't think a lot of people on the consumer level know how much change is about to hit them, especially when it comes to TV viewing." —David Ostino, director of operations for KABU-TV (Warner Bros. Affiliate.) By 2006, television as we know it will change forever. That year is the deadline set by the U.S. Federal Communications Commission (FCC) for all television stations nationwide to switch over to a new digital broadcasting technology. COOLTVNetwork.com is strategically entering the audio/video and e-tailing market, focusing on music, sports, cartoons, and commercials to build a stable of brand capital and a loyal consumer following. COOLTVNetwork.com will actively build a consumer base within the bandwidth limitations, to effectively position itself for the evolution of Internet technology, and the eminent movie on demand market. COOLTVNetwork.com at every stage will perpetuate the quintessence of "eCOOL!" combining interactivity, technology, e-tailing, and entertainment to provide the Net's most reliable audio/video with retail experience.

COOLTVNetwork.com will use the convergence of audio, video, and retailing to engage consumers psychologically on a more profound level than most websites. The company will create, for the consumer, an "eCOOL!" Internet City, which will be a virtual entertainment & retailing toy-box filled with an exhaustive repertoire of audio and interactive video. With "Post It Corners," "Forum Lounges," "CLICKVideoShopping," And "Video Time Capsules" of favorite artists and athletes, COOLTVNetwork will embody the essence of "eCOOL!"

Corporate Clients

COOLTVNetwork.com will generate revenue from three lucrative streams of users corporate clients, consumers, and artists. Corporate clients will benefit from a wealth of critical consumer information like consumer analysis databases, target market evaluation, demographics, consumer feedback, and positive corporate imaging. The COOLTVNetwork will offer an interactive marketing/advertising tool through ClickVideo technology, that gives corporations a standardized and effective method for tracking "click-through" rates (an effective alternative to banner advertisements).

Users/Artists

COOLTVNetwork.com will serve its users by offering a worldwide site that will inform and entertain consumers in a real-time interactive environment, twenty-four hours a day, seven days a week. It will provide customers with a primary, centralized location to view all facets of entertainment. COOLTVNetwork.com will present all relevant content in a fully personalized and further customizable manner. Ultimately, a personalized entertainment environment and numerous customizable products will evolve to increase the value of the entertainment purchase. The COOLTVNetwork will be an alliance or virtual symbiotic network between management, users/consumers, and corporate clients. As a team, we will strive to perpetuate the aura of community and effective customer service, incorporating permission-based value added services as email notices & updates, "Digital Lockers," tangibles-magazines/newsletters, and people based customer service lines.

"While many companies are just starting to understand the power and potential of the Internet for marketing and advertising, Trans Continental is entering their fourth year of online promotions of its artists." Pearlman (CEO) says "Our websites have provided us with a powerful way to broaden awareness for all of our artists on a cost-effective basis." —Orlando Business Journal. Trans Continental does media, public relations and promotions for recording artists via the Internet. COOLTVNetwork.com will also assist local, national, and international artists in gaining exposure in the recording industry and amateur movie production market. The COOLTVNetwork will be the liaison between amateur talent and the global market place, finding aspiring talent in the music and video production arenas through filtered "Post It Corners," and Video & Audio contests. The company will provide amateur artists, like those who

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created the Blair Witch Project, with marketing (streamed headline video spots, & artist of the week sponsorship...), track sales, and merchandising. Users will be able to sample the creative melting-pot of local, national, and international talent through 'Video Biographies,' 'Video Time Capsules' of favorite artist, streamed artist interviews, sound samples, and the net-purchase of new releases. With the digital revolution on the rise, COOLTVNetwork.com will give users the opportunity to carve out their own customized and personal digital playground. Through 'Digital Lockers,' 'CLICKVideoShopping,' and 'Thinking eCOOL!', users will have the opportunity to "Get Digi!" @ COOLTVNetwork.com, The Internet's Audio/Video Solution: "Just a Click Away."

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(Wakefield) GAU 2174
10 OF 20

From: Shannon Audette
To: Christine McLeod
Date: 12/15/99 12:12PM
Caller: Frounze Wakefield
Company: CodTV Network.com
Phone: 376-1327

☒ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

He has not lost focus and would like to move software patent forward.

— PIC 12/17 - 46+ msg

— Miami Lakes - JT

Slide video ship

Stewen - Appo. - need releca/
coarier

(KQ) -

Wakefield

Appo. Number 09/877,729
6AU 2174

11 OF 20

From: Amy Ashley
 To: Christine McLeod; Joanna Schuyler
 Date: 11/15/99 11:24AM
 Caller: Franz Wakefield
 Company: Cool TV Network.com
 Phone: 376-1327

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you



- Working on implement a pattern for a piece of software
- 95% completed
- will compile research in regards to process.
- go economical route.
- 3M-10M ^{unaffordable} not to pursue
-

P/C 11/19 - left msg.

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 (Wakefield) GAU 2174
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SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

ORLANDO OFFICE
1050 Legion Place, Suite 1710
Orlando, FL 32801
Telephone 407-426-7900
Facsimile 407-839-8389

2421 N.W. 41st Street
Suite A-1
Gainesville, Florida 32606-6669
Telephone 352-375-8100
Facsimile 352-372-5800

Roman Saliwanchik
(1926 - 1999)

November 5, 1999

Mr. Franz Wakefield
3324 W. University Ave, #121
Gainesville, FL 32607

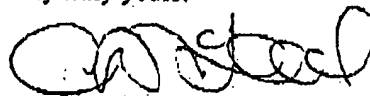
Re: Patent Inquiry

Dear Mr. Wakefield:

We write to follow up with you on our letter of October 13, 1999. Please let us know if you have any further questions or require any additional information with respect to your patent matters.

We look forward to hearing from you.

Very truly yours,



Christine Q. McLeod

CQM/csa

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CAU 2174

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Roman Salwanchik

(1926 - 1999)

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Facsimile 407-437-8589

October 13, 1999

Mr. Franz Wakefield
3324 W. University Ave. #121
Gainesville, FL 32607

Via Facsimile
338-7562

Re: Patent Inquiry

Dear Mr. Wakefield:

I enjoyed speaking with you regarding your invention. This letter explains some of the requirements and procedures related to the patenting process. Enclosed (with the confirmation copy of this letter) for your review is our firm résumé describing the qualifications of the attorneys at our firm as well as a copy of the U.S. Patent Office publication regarding patents.

A. Patentability of an Invention

The first step in the patenting process is to determine whether the invention (*i.e.*, an article, machine, composition, or process) meets the requirements to be patentable. Under United States Patent law, in order for an invention to be patentable, the invention must be new, useful and non-obvious. By new, we mean that the identical, or substantially identical claimed invention is not disclosed in the prior art. The prior art is anything that is relevant to the issue of whether the invention is patentable, including, without limitation, patents, publications, advertising, promotional materials, and information as to whether the invention is known or has been used. As to useful, we mean that each claimed invention must have utility. With respect to non-obvious, we mean that even though a substantially identical claimed invention is not disclosed in the prior art, the claimed invention sought to be patented cannot be an obvious variation to one skilled in the particular field of invention or art to which the claimed invention pertains. Before a determination is made as to whether your invention is patentable, the prior art must be analyzed.

In addition to the statutory requirements for obtaining a patent discussed above, please note that you have one year from the date on which the invention is described in a printed publication or in public use or on sale in this country within which to file a patent application in the United States. With respect to patents in other countries, many foreign countries require that a patent application be on file before any public disclosure or sale of the invention. If you wish to preserve your rights to file an application in foreign countries, you should make sure that your application is on file before any public use, disclosure or sale of the invention.

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October 13, 1999

B. Patent Searching

You may wish to consider having a patentability search conducted for at least two reasons: (1) if the information revealed in the search suggests that your invention is unpatentable, then you may wish to reconsider filing an application in view of the expense associated with the preparation and filing of a patent application which may ultimately be denied; and (2) if the information revealed in the search does not destroy patentability, the search results will assist the patent attorney in determining the scope of your invention so that the patent application may be drafted in accordance therewith.

A patentability search is usually conducted by a professional searcher according to our instructions. We estimate the cost of performing a patentability search for Internet/computer related inventions by a professional searcher would be in the neighborhood of \$700-\$1000 including our fee for commissioning the search. Our fee for analyzing the search results and providing you with an opinion of patentability will vary based on the technology and the number of references located by the searcher. Generally, a written opinion of patentability ranges between \$800-\$1,500 or more. We can better estimate this cost after a detailed review of your technology.

C. Patent Application Preparation and Prosecution

The fees for preparing and filing a patent application typically range from about \$3,500 to \$7,000 or more (including the government filing fees) depending on the complexity of the technology. Before we start work on an application, our office will provide you with a firm estimate which will not be exceeded, absent extraordinary circumstances or additional disclosures from the inventor not previously discussed.

An alternative to a regular utility application is a provisional application, which is similar to a regular utility application used to establish an early filing date. The government filing fee for a provisional application is \$75 to \$150 and our professional fees vary on the extent of the disclosure. In order to assure that the provisional contains the necessary disclosure, we often prepare provisionals exactly the same as regular utility applications, except we do not include the claim language. A provisional application is not examined and must be refilled as a regular utility application within one (1) year of filing. Please call us for more information regarding the effect of provisional filing.

Approximately six to twelve months from the filing date of a regular utility application, we can expect to receive an Office Action from the Patent Office setting forth certain rejections or objections of the application. If you instruct us to respond to the Office Action, the charges for our services in connection with the preparation of a response can range from about \$500 to \$2,000 or more depending upon the complexity of the issues raised in the Office Action. Failure to respond to an Action will result in abandonment of the application. If the application is allowed by the Patent

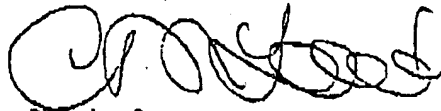
Appn. Number 09/877,729 (Waterfield)
GAU 21774
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October 13, 1999

Office, an issue and processing fee will be payable shortly thereafter. Maintenance fees will be required periodically to maintain the patent.

Please let us know if we can be of further assistance. If you wish to schedule an appointment, our office charges an initial consultation fee of \$200.

Sincerely,



Christine Q. McLeod
Registered Patent Attorney

CQM/jss
Enclosure (as stated above)

App. Number 09/877,729
(Wakefield) GAU 2,174
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Technical Disclosures for Computer-Related Inventions: A Guide for Inventors

I. Introduction

As an inventor, your participation in the patent application process is very important. In fact, in order to make the patenting process work smoothly and efficiently, the inventor should prepare a detailed technical disclosure of the invention to provide the patent attorney with the necessary information to prepare and file a patent application. However, there are strict requirements with respect to the technical disclosure necessary for patent applications of which most inventors are not aware. This document outlines these requirements for your technical disclosure.

II. Statutory Requirements

In order to assist your patent attorney in preparing the technical disclosure for your application, you must ensure that the disclosure you provide includes a *complete and full description of the invention* in sufficient detail to enable a person skilled in the art to practice the invention without undue experimentation. According to Section 112 of the patent statutes, such a description must contain:

"... a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor of carrying out his invention."

As set forth in the statute referenced above, the description for the application must be sufficient in detail to enable reproduction of the invention by one skilled in the art without undue experimentation and it must provide the best mode of practicing the invention, including any drawings that may be required. Basically, your goal is to disclose clearly everything you can think of about your invention. In case of doubt as to whether or not to include an item of information, put it in. If you have several embodiments of your invention, make sure you include the "best" one. You ordinarily do not have to include dimensions, materials, brand names, or values of components, since the skilled artisan is expected to have a working knowledge of these items. However, if any of these are critical to the performance of your invention or are at all unusual, they must be included. (If in doubt, include specific information).

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III. Technical Description

The actual description is preferably organized by first describing the static physical structure of the invention and then describing in extensive detail the operation or function of the invention, and then, in certain cases, specific examples and/or results of operation of the invention. You should try to identify and include in the description alternate embodiments to assist your patent attorney in drafting claims of sufficient scope. You should use sketches and drawings where necessary to understand the invention (e.g., circuit diagrams, block diagrams, etc.) and refer to such in your description. Each of the parts in the figures should be numbered and a separate list of these reference numerals with the names of their respective parts should be included in a separate section for ease of reference. You should cover every part shown in the figures and be sure to use consistent terminology, but when you refer to a part for the first time, try to include several different equivalent names or alternatives to keep your description broad.

IV. Computer/Software-Related Inventions

If your invention also includes computer software or code which may be patentable, in addition to describing the physical structure, you must also describe the software according to certain specific guidelines for computer-related inventions. To satisfy the disclosure requirement, the disclosure must enable a skilled artisan to configure the computer to possess the requisite functionality, and, where applicable, interrelate the computer with other elements to yield the claimed invention, without the exercise of undue experimentation. There are a number of ways to meet such requirements, but the most common are: (1) actual software code listings (object or source), and/or (2) flowcharts. However, no matter which of the above-listed ways you choose, you must also include an associated explanation in the written description.

A. Software Code Listings

If the program is already written, the easiest way to provide the necessary disclosure is to supply either the object code or source code listing as an appendix to the application. Copyright protection for such code listings may be retained, but trade secret protection is generally lost if you provide a source code listing. The object code listing, on the other hand, may adequately protect trade secrets in certain source code and may be preferable to frustrate potential competition (since the code is only readable by a machine and, therefore, cannot be modified by writing new code or changing instructions). The difficulty with object code listings, and often with source code listings which do not include programmer's comments, is that such listings do not provide a very good understanding of what the invention actually does nor do they provide any guidance to the patent attorney for drafting the claims. The attorney must rely on the associated written description provided by the programmer, which is often not structured or organized.

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To make such code listings enabling, you will need to explain in the description how to implement the listing and any special instructions which may be necessary to implement the invention without undue experimentation (if not readily apparent). The explanation should detail how to configure the computer to perform the required function and interrelate with any other elements to yield the claimed invention. For instance, you should state what programming language the listing is in (e.g., C++), how to use it to control the computer or microprocessor, what type of computer or microprocessor to use it with (e.g., Pentium II), and what hardware should be connected to the computer, both on the input and output sides as necessary.

B. Flowcharts

If you choose not to include source code or object code listings, or wish to supplement such listings, you should provide a detailed flowchart. In fact, most patent attorneys and patent examiners prefer flowcharts. The advantage of flowcharts is that they often provide the backbone for writing the claims and can be readily referred to by both the patent attorney during drafting and by the examiner during examination.

The flowchart must be complete and detailed enough to enable any reasonably skilled programmer to write a program, using only routine skills. The flowchart will be adequate even if it would take a programmer several months to write the program, so long as only routine skill and not extraordinary effort will be involved. Unfortunately some nonprocedural programs simply do not fit the flowchart mold (e.g., object oriented or event-driven programs). Another disadvantage in lengthy programs is that the flowcharts may overflow onto separate sheets, making them difficult to follow. Other notations, similar to flowcharts, may be utilized when the program cannot be represented by flowcharts, such as program network charts, system resources charts, entity-relationship diagrams, object diagrams, object-oriented notation, etc. If an alternate notation better suits your program, you must make sure such alternate notations are not obscure, otherwise, an explanation of the notation will also be required.

As previously stated, no matter which way you choose to disclose the software, an associated explanation in the written description is required. When explaining flowcharts, it is best to number each process symbol and then describe the function it performs.

V. Conclusion

Keep in mind that including details and alternatives can prove vital later if you have to rely on these in order to support and distinguish your invention over a close prior art reference cited by the examiner. You should be especially sure to expand your description in areas where you feel that your invention is novel over the prior art.

Once your technical description is prepared, keep in mind that new discoveries or methods related to the invention should be continuously disclosed to the patent attorney as soon as possible so that this information can be included in the application, if necessary, to provide the broadest scope possible.

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(Wakefield)
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From: Amy Nguyen
To: Dave Saliwanchik; McLeod, Christine
Date: 10/13/99 10:57AM
Caller: Mr. Franz Wakefield
Company: Cool TV Network.com
Phone: 376-1327

3324 W. Univ Ave
#121
GU, FL 32607

☒ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you

- 1) He was referred to SLS by Bruce Brashear.
- 2) He is very interested in patenting a software currently being created.
- 3) He would like to know approximate legal costs.
- 4) He would like to speak with DRS; if not possible, he would like to speak with CQM.

Fax: 376-~~255~~
0913
376-3435
#338-7562

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(Wakefield)
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GAU 2174

AC 10/13/99

- Partially complete - not yet sold or public
or

- not yet sold

- undergrad - Entravest Co.
@ UF

Mr. Steven
Benedict
Calif.

- Archive of video - to access by user
- hot spots to video - Compressed.
- doesn't pause video + open other sites.
- \$700-1000 - Internet searches

Competitor - hot spots to videos?

Utenti - 3K-7.10K
* Prou - \$800-\$2000

SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

ORLANDO OFFICE
1000 Legion Place, Suite 1750
Orlando, FL 32801
Telephone 407-426-7500
Facsimile 407-839-8589

2421 N.W. 41st Street
Suite A-1
Gainesville, Florida 32606-6669
Telephone 352-375-8100
Facsimile 352-372-5800

Roman Saliwanchik
(1926 - 1999)

May 1, 2000

Franz A. Wakefield, President
CoolTvNetwork.com
17731 N.W. 14th Ct.
Miami, FL 33169

Re: CoolTvNetwork
Our File No.: CTN-MISC

Dear Franz:

Further to our letter of March 6, 2000, we return herewith all original documents which you provided to us which disclose your technology. Any internal work product to that effect is either included herein or has been destroyed.

As discussed, we have closed our file on this matter due to a potential conflict of interest. We trust you have sought alternate counsel to assist you in your patent matters. Thank you again for considering our firm.

Very truly yours,



Christine Q. McLeod

CQM/jss
Enclosure: as stated above

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APP16 & REC4



FEB 22 2000

JAM

February 18, 2000

Christine Q. Mcleod
Saliwanchik, Lloyd & Saliwanchik
2421 N.W. 41st Street Suite A-1
Gainesville, Florida 32606-6669

Christine,

Enclosed is the information you requested regarding the details of the invention, some related patents, and our differentiation. I have sent the disclosure deposit forms with the appropriate fee. Please advise me on your ideas on completing a professional search.

Is it safe to assume that a professional patent search is the best course to take if we intend on patenting around similar patents?

Please get back in touch with me regarding this matter so we can take the appropriate steps in an expedient fashion.

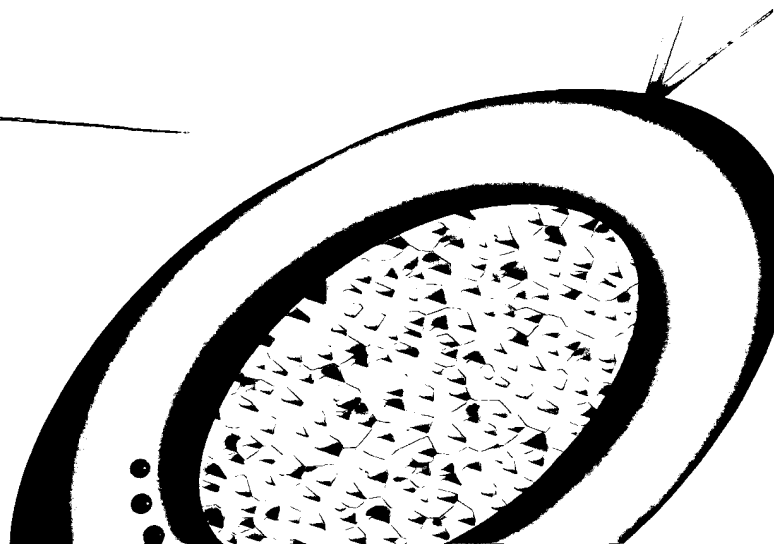
Best Regards,

A handwritten signature in black ink, appearing to read "Franz A. Wakefield", with a long horizontal line extending to the right.

Franz A. Wakefield
President
COOLTvNetwork.com

Internet Audio-Video Entertainment

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INVENTION SUMMARY

The purpose of this document is to describe the purpose and methodology of the ClickVideoShop software. In conjunction with prerecorded video, this software is a key component in providing an immersive and interactive user experience via the internet. The ClickVideoShop software is written in the Java programming language, which allows the ClickVideoShop experience to be enjoyed on a wide variety of computing platforms. The ClickVideoShop software facilitates the use of a video source as a conduit to accessing related information. The prerecorded video provides the foundation to engage the user in the content of the web site. The ClickVideoShop software uses "hot spots," or areas in the video playback area delineated by outlines or shading, as visual cues to alert the user that clicking within the hot spot gives them access to additional information. This is analogous to a hypertext link being highlighted in an HTML when the cursor moves over it. The type and delivery of the additional information is user-controlled by a menu bar displayed at the top or bottom of the area where the video is playing. Clicking on options in the menu bar determines what action is taken when the user clicks on a hot spot. The software currently supports four modes: "ClickVideoShop", where clicking on a hot spot adds the item to the user's shopping cart, "Entertain" mode, where clicking on the hot spot opens another movie in another browser, "Link", where clicking on a hot spot opens another web page, and "Bid", which enters a bid for the item into the specified bidding system. A hot spot must support at least one of these modes, and can support all four if desired. The software provides for a virtually unlimited number of associations between video and internet-accessible information since the extensibility of the menu bar allows code to support additional relationships to be added. For example, during playback of a music video, a hot spot could load in-depth product or performer information, a bid submission form, or an additional movie. The hot spot is also defined by the time during video playback when it is active. A hot spot is activated when the user moves the cursor into the hot spot's area at a point in time within the interval in which the hot spot is specified to be active or when the object on the screen is illuminated, outlined, or shaded. An active hot spot is one in which the perimeter of its area is visible, or the area has been shaded. The information to define a hot spot, which includes its area within the video playback area, the additional information it references, and its begin and end activation time is specified in a data file, which is loaded when the video is loaded and may contain as many hot spot definitions as necessary. When the video reaches the end, the data file also specifies whether or not playback of the video should start again at the beginning.

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Summary of the HTML and Data File Contents

The HTML document loaded by the web browser contains tags that specify:

- 1.) The path to a Java applet containing the object code necessary to execute the claims specified in the patent
- 2.) The path to the video file that the applet will play.
- 3.) The path to a data file that contains variables used to create objects that contain the information needed to represent areas on the screen, called "hot spots", in software.

The data file contains tags that specify:

- 1.) Whether the movie should only play once or continue to loop.
- 2.) The URL of the web page to open when the object is clicked.
- 3.) A signature that uniquely identifies an item so that it can be added to a shopping cart when the object is clicked.
- 4.) The URL of a movie to play when the object is clicked.
- 5.) A signature that uniquely identifies an item such that a bid for it can be entered into a bidding system when clicked.

Tag (1) is required, and at least one of (2)-(5) must be specified

Discussion of Related Patents

5,918,012: Hyperlinking time-based data files

Embeds movies into another file type

Doesn't state that it uses hot spots

Doesn't load the data file at startup – consults it on every click

5,708,845: System for mapping hot spots in media content for interactive digital media program

Uses the term hot spot explicitly

States that the data file is separate from the movie

Doesn't talk about only linking to web pages- talks about linking to additional types of data. However, they don't discuss the user having the ability to change the type of information the hot spot links to, or having a hot spot link to multiple types of information

Microsoft Developer Article: AVI Files with Hot Spots

http://msdn.microsoft.com/library/techart/msdn_avihot.htm

5,539,871: Method and system for accessing associated data sets in a multimedia environment in a data processing system

Talks about associating data with elements in a multimedia presentation

Talks about using graphical cues to indicate a hyperlink

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5,970,504: Moving image anchoring apparatus and hypermedia apparatus which estimate the movement of an anchor based on the movement of the object with which the anchor is associated

Talks about time intervals in which the hyperlink is active

Very verbose – didn't get a chance to finish reading through it

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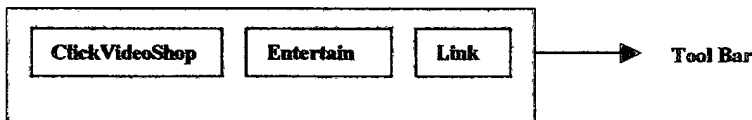
January 31, 2000

Saliwanchik, Lloyd, & Saliwanchik
2421 N.W. 41st Street Suite A-1
Gainesville, Florida 32606-6669

Christine,

The information included in this package should bring you up to speed on my business concept and the cutting edge technology, I believe will revolutionize today's Internet culture. Although there may be other entities that may have approached the concept, I believe the idea of placing the video in various modes while simultaneously using the video objects as hyperlinks is our differentiating factor.

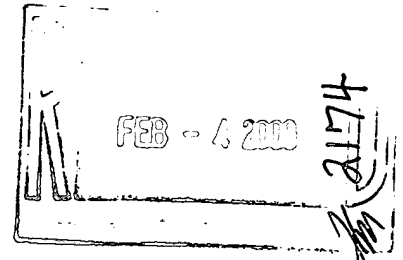
Ex: (Running Video)



The technology will be made to work on different platforms (Linux, Windows, Macintosh, etc...) to maximize the site's user population and interaction. Christine, I believe that the idea is a gold mine, and We should take all the necessary steps to move fast while being thorough. Please let me know what I can do to make your job easier.

Best Regards,

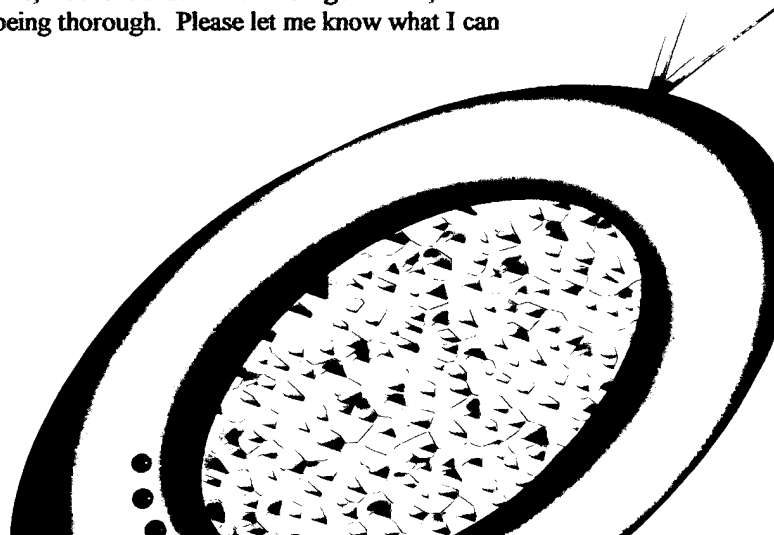

Franz A. Wakefield
President & CEO
COOLTVNetwork.com
Internet Audio & Video Entertainment



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1.2 Mission

COOLTVNetwork.com will aggregate entertainment sources (music, sports, cartoons, and commercials) to offer a variety of self-contained, yet complementary entertainment portals. COOLTVNetwork.com will appeal to a diverse cross-section of potential users. With its proprietary viewing software, users will "ClickVideoShop" @ COOLTVNetwork.com and experience revolutionary interactive entertainment and a unique kind of virtual shopping.

The overall positioning of the site is embodied in the appeal of being 'eCOOL!' Whether it's youths or adults, users will associate COOLTVNetwork.com with being involved in the most cutting-edge entertainment experience available; sports, music, cartoons, commercials, and ultimately movies and other audio/video options will position our site as the most complete, convenient and customizable source for entertainment. The balance between the old and the new will create both nostalgia and excitement for site visitors. The past, present and future of 'eCOOL!' will be available at the click of a button. And, it can be viewed using the latest in video browser technology, highlighting the experience for the consumer and offering marketing opportunities for the retailer.

The sites' diverse and comprehensive archive of entertainment options, from music to sports, will create the 'stickiest' virtual entertainment site on the Internet. Just a click away, "Hot Spots" attached to objects in the video files will incapsulate users in the euphoria of the video moment. CLICKVideoShopping will create the long sought after Buchanan moment on the Internet. This 'seducible' moment, will entice consumers to purchase video objects, link to other videos, or connect to the manufacturer's website. With the attraction of superior proprietary technology, traditional local marketing, customized consumer specific target marketing, and expanding/promoting according to the particular tastes of our users, COOLTVNetwork.com will develop a trusted, quality, and personalized entertainment source, for a worldwide audience.

COOLTVNetwork.com will evolve into the Internet's first ClickVideoBay filled with fully interactive entertainment ClickVideoShops. The network will become a personalized kaleidoscope of its customers favorite blend of the old with the new. An archive of video content will hark of the days when your favorite athlete captured your imagination, when your favorite performer inspired your creativity, or when you first heard the catchy slogan that became the buzz of your generation. Interaction with cutting-edge artists, memorable live entertainment events, and local involvement such as music videos and homemade commercials will also populate COOLTVNetwork.com. COOLTVNetwork.com will be a site the whole family can enjoy. While adults enjoy music and sports and other video entertainment, the next generation of Cool kids will begin with cartoons on the COOLCartoons network. Customers will enjoy the value-added aspects of technology appeal, input recognition and personalized attention. They will experience a proverbial cyberspace playground, featuring provocative and eclectic content in a friendly environment.

COOLTVNetwork.com will utilize its competitive advantages to become one of the most respected names in the entertainment industry and will effectively appeal to many different Internet user segments. Besides the audience of consumers, COOLTVNetwork.com will offer significant benefits to corporate clients. Capturing this important segment of users will allow COOLTVNetwork to evolve into a centralized resource for entertainment, marketing, retailing, research, and artist interaction. COOLTVNetwork.com will emerge as the materialization of an industry leader which embodies the future of the video production, delivery and distribution industry.

With a never-ending enthusiasm for their global audio and video community, artists, promoters and users alike will fuel the creative Mecca known as COOLTVNetwork.com. The content and environment of COOLTVNetwork.com will be shaped by the creativity of all of the participators. In this respect, traditional corporate policies will not be applicable; the power will remain in the hands of all of the creators. The vibrancy and excitement of the entertainment industry will create a culture that engages and entertains. The network will be an extension of the richness of each portal. It will be a canvas for a global community of users to decorate.

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3.0 Products and Services

COOLTVNetwork.com's longterm vision will be encapsulated in being pioneers of net-interactivity, entertainment, CLICKVideoShopping, & becoming the industry leader for audio- and video- entertainment needs. Our company has positioned itself to transcend these basic corporate strategies across various entertainment categories (Sports, Music, Entertaining Commercials, & Cartoons/VideoGames).

Our corporate formula is equal to four entertainment sites under the COOLTVNetwork. Each exemplifying cutting-edge technology, net-interactivity, customizable entertainment, & CLICKVideoShopping.

Products (COOLPlaysoftheDay.com/Sports Center)

- Sports Equipment
- Sports Wear
- Footwear
- Memrobilia
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear

Products (COOLCommercials.com)

- Consumables
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear
- Memrobilia

Products(COOLMusicVideos.com)

- CD's
- Urban & Contemporary clothing
- Cosmetics
- Footwear
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear

Products (COOLCartoons.com)

- Toys
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear
- Video Games
- Educational Tools
- Memrobilia

Services Related To Site Genre

- Interactive Entertainment Video Archive (with CLICKVideoShopping)
- Membership ("Digital Lockers") with customized entertainment
- Live & Looped interviews with local, national, & international artists, athletes, and celebrities
- Home Talent contests @ in the "Post-It-Corner"
- Entertaining **Video Biographies** (video footage of career growth) of artists, athletes, celebrities, company or product lines
- "Now-&-Then" entertainment news
- "Video Time Capsules" of our favorite moments with athletes, performers, and commentators of our time
- Interactive Games
- "ClickVideoAuctions" in Fan-club arenas
- Talk Back! in the "Critique Corner"
- Consumer & Market Research

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3.1 Product and Service Description

Products

Through our patented CLICKVideoShopping technology, COOLTVNetwork.com will sell a collage of brand name products like Nike, FUBU, Polo, Spalding, Lorel, Karl Kani, Nautica, Arista Records, Pro Player, eToys, Wilson, and eBay. Delivering to a long waited digital community, the Net's 1st. customizable entertainment, with e-tailing experience.

Services

- **Digital Lockers**--allows members to search the interactive entertainment database for their favorite selections and save them in their own personalized and private digital space. Users can chose to store & organize video entertainment, entertainment news past & present, and personal notes.
- **Video Time Capsules**--offers users special video compilations of their favorite era in time.
- **Video Biographies**--offers users special video compilations of their favorite athletes, artists, and entertainers.
- **Post-It-Corners**--gives users, with aspirations to be in the entertainment industry, the creative outlet to "Post-It!" (music singles, video scenes from aspiring Big Screen movie makers, & Video Biographies from hopefull supermodels). This service will provide the global community with a grab-bag of quality, filtered, and a vivid source for entertainment.
- **Now-&-Then Entertainment News**--gives users a searchable database of video footage, and text information that documents entertainment news of the past and present. This service will span a variety of entertainment categories under the COOLTVNetwork, focusing on the event and the relevant artist, athletes, and entertainers.
- **CLICKVideoShopping**--presents proprietary CLICKVideo technology to net-surfers and allows them to place the actual video files in Entertain, CLICKVideoShop, or Link mode. These particular modes will allow the user to click on video objects, open other relative videos (Video Biographies, Prospective athlete footage, Video Time Capsules, etc.), add objects to a digital shopping cart, or link to the object's manufacturer website.
- **Talk Back!**--gives consumers the opportunity to voice their opinion in the "Critique Corner." This service will be a useful resource to many fronts; whether it be utilizing the authentic critiscim to effectively tailor our site to our consumers, or allocating the comments as a resource for market research & consumer analysis. This service will provide the neccessary feedback for a consumer conscious evolving website.

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3.2 Competitive Comparison

COOLTVNetwork has laid its' foundation on a unique set of entertainment services that offers consumers purchasing power in three distinct markets e-tailing, audio and customizable video, and artist representation. While there are other Internet entertainment companies, none produces or presents products and services in a centralized network of versatile and engaging content. With our proprietary software we make CLICKVideoShopping possible, net-interactivity, and "Pop-up-Video." We create a digital backbone of audio & video entertainment that facilitates local, national, and international users to create their own customized entertainment content in 'Digital Lockers.'

COOLTVNetwork will appeal to all users regardless of geography, age, gender, or race. The idea of being 'eCOOL' is limitless and appealing to all! COOLTVNetwork will signify more than just audio/video streaming; instead, it will be the very essence of entertainment! Individuals will respond to both the completeness and familiarity of the site, the evolution of which they contribute to on a continuing basis.

The nature of encouraging the digital community to participate in the evolution of COOLTVNetwork lies in the recognition that the possibilities are limitless, bounded only by the imagination of the global community. We cannot hope to foresee all of the wonderful and exciting opportunities that will arise as a matter of course in developing the COOLTVNetwork, but our Network will flourish from creating a canvas for the world to paint.

3.4 Sourcing

COOLTVNetwork has made key contacts to acquire the video files, which will be securely housed in our database farm. These contacts penetrate local and national arenas in sports, music, commercials, and cartoons.

CLICKVideoShopping will be available to surfers engaging in the sites' archive of video entertainment. The products sold through ClickVideo Shopping will be obtained directly from each products respective manufacturer. This pioneering technology will enhance manufacturers sales exponentially by adding the element of spontaneity to Internet purchases. COOLTVNetwork will benefit by receiving a margin for generating the sale.

Picture surfing @ COOLPlaysoftheDay.com, and reminiscing on game 6 of the Chicago Bulls vs. Utah Jazz play-off. With Chicago trailing by three points, Michael Jordan scores on a drive, strips the ball from Karl Malone, and buries the game-winning shot with 5.2 seconds to go. What if you had the opportunity to click on the Nike or Chicago Bulls logo, pause the video, and link to their respective websites, or click on Michael Jordan's sneakers, and add it to your digital shopping cart, while caught in the awe of The Legend himself. COOLTVNetwork.com will give corporate clients this interactive advertising and marketing edge; an edge that will provide deeper consumer psychological tagging, and more profound product recognition. It will provide the long sought after Buchanan moment, a seducible moment, for consumers via the Internet.

3.5 Technology

COOLTVNetwork has dedicated it's efforts and resources to creatively pushing the envelope of technology. Our team has partnered with Exodus Communications, a premier Managed Monitoring Service provider, to obtain cutting edge bandwidth capabilities, hardware, and real-time monitoring.

Our progressive company has meshed innovative ideas with products, services, and marketing phrases that will distinguish COOLTVNetwork.com from it's competition. We are in the process of acquiring trademarks on our products along with the corresponding patents.

Our products & services will make entertainment interactive, centralized, customizable, and on demand. The COOLTVNetwork team is continually generating ideas that will keep us ahead of any spin-off companies that may try to imitate us.

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3.6 Future Products and Services

Our team is constantly re-inventing itself. By remembering at every stage that the power belongs to the consumer, we plan on developing a trusted, quality, and personalized entertainment source.

Our team is poised and positioned to bring "iBOONKA!" the web accessible companion and BOONKA! Wear (Children's Sports & Apparel) to children (infants - 10yrs) nationwide, by September 2000.

"iBOONKA!" the information companion ("iCompanion") will usher children into the digital revolution, providing the capacity to download cartoons, games, and interactive educational tools to a mobile "iToy," the next generation in children's entertainment.

In October 2000 COOLTVNetwork will use a unique way of multicasting video with conference rooms, and one-of-a-kind purchase and categorical templates, to tap the lucrative B2B market using interactive video files. It will be the birth of the Internet's first "ClickVideoBay," the next generation in Internet auctions.

With the president of the United States of America, addressing the nation about 'The Digital Divide,' and his firm commission of implementing new policies to increase the exposure of all schools, consumers, and citizens to the Internet, -CNN Headline News (Dec.9, 1999)—it is eminent that we will be entrenched in a digital society. What we are seeing is the beginning of an explosive exponential growth of an era of global inter-connectivity and technology that will usher us (humans) into the sci-fi millennium we envisioned years before.

4.0 Market Analysis Summary

e-tailing

With the Internet population at 110 million, and 41% of Americans having Internet access from home or office, it will be important for e-businesses to grasp the opportunity of retail via the Internet. Ernst & Young estimates that 9 million households in the U.S. will shop on-line this year, up from 4.5 million in 1997. Forrester Research Inc. of Cambridge, Mass., reported that by 2003, 40 million U.S. households will buy online, growing web revenues to 108 billion. COOLTVNetwork.com will harness the element of video entertainment to tap into this lucrative embryonic Internet retail market. Gen-X surfers will ClickVideoShop @ COOLMusicVideos.com, while Baby Boom surfers ClickVideoShop @ COOLCommercials.com and CoolSportsCenter.com. Surfers will be able to purchase clothing, hardware, footwear, Cd's, cosmetics, sporting goods. . . etc, while being emotionally enthralled in the video moment. COOLTVNetwork.com fully understands the ramifications of it being "The Year 2000," and that trips to the local department store, grocery store, or neighborhood music outlet are frankly, becoming more passe'. With the changes in business and technology it will be important for businesses to "Get eCOOL!" With the average household receiving 3 to 4 monthly bills on-line, by the end of 1999, and 15 million U.S. households receiving their bills online by 2002, COOLTVNetwork.com will be poised @ entering Internet e-Commerce through the varying facets of entertainment. Every business decision will oscillate around engendering change, thinking "eCOOL!" and continually evolving.

Audio

COOLTVNetwork.com will enter the audio market through it's sub affiliate COOLMusicVideos.com. The site will showcase a collage of local and national talent in every genre of music. From CLICKVideoShopping, to music video archives, to live streamed performances, and relative entertainment news, COOLMusicVideos.com will be @ the pulse of the digital revolution. With alternative Internet music stations, like 3WK, boasting 500,000 listeners a month, with more tuning in daily and on-line music sales increasing to \$1.6 billion by 2002 (7.5% of the overall music market), COOLTVNetwork will position itself as the 'Coolest' alternative to the 'Brick and Mortar' establishments of the old. The company will merge old ways of business with cutting edge technology, becoming one of the Internet's 1st 'Clicks & Mortar' establishment. Surfers will have the opportunity to purchase Cd's, Urban and Contemporary clothing, cosmetics, and footwear while being entertained by secured streamed music and music videos from local and national talent. Just as MP3.com's website saw 9 million downloads of more than 56,000 songs—an astounding

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number, given that the vast majority are from unsigned acts, so shall COOLMusicVideos.com position itself as the liaison between local and national talent and music lovers worldwide. Our team pledges to nullify corporate barriers of old business ways, and provide a bridge for genuine talent to effectively enter the market place.

Video

Video is undoubtedly the last phase in the evolution of multimedia entertainment via the Internet. Although the limiting factor is the available bandwidth, codecs are astutely deciphering the bandwidth puzzle. "As cable modems and DSL connections become common place, fiber crosses the last mile, and codecs get more advanced, downloading music videos, Tv Shows, and even feature films will be apart of our everyday Net experience. We'll use the word 'download' as readily as we say 'catch' a movie or 'pop' in a Cd. MP3 is merely the opening act." ---Wired Aug. 1999. COOLTVNetwork.com realizes that the bandwidth bottleneck will be opened, and there will be a convergence of television and computer. "I don't think a lot of people on the consumer level know how much change is about to hit them, especially when it comes to Tv viewing." -David Ostmo, director of operations fro KABB-TV (Warner Bros. Affiliate.) By 2006, television as we know it will change forever. That year is the deadline set by the U.S. Federal Communications Commission (FCC) for all television stations nationwide to switch over to a new digital broadcasting technology. COOLTVNetwork.com is strategically entering the audio/video and e-tailing market, focusing on music, sports, cartoons, and commercials to build a stable of brand capital and a loyal consumer following. COOLTVNetwork.com will actively build a consumer base within the bandwidth limitations, to effectively position itself for the evolution of Internet technology, and the eminent movie on demand market. COOLTVNetwork.com at every stage will perpetuate the quintessence of 'eCOOL!' combining interactivity, technology, e-tailing, and entertainment to provide the Net's most reliable audio/video with retail experience.

COOLTVNetwork.com will use the convergence of audio, video, and retailing to engage consumers psychologically on a more profound level than most websites. The company will create, for the consumer, an 'eCOOL!' Internet City, which will be a virtual entertainment & retailing toy-box filled with an exhaustive repertoire of audio and interactive video. With "Post It Corners," "Forum Lounges," "CLICKVideoShopping," And "Video Time Capsules" of favorite artists and athletes, COOLTVNetwork will embody the essence of 'eCOOL!'

Corporate Clients

COOLTVNetwork.com will generate revenue from three lucrative streams of users corporate clients, consumers, and artists. Corporate clients will benefit from a wealth of critical consumer information like consumer analysis databases, target market evaluation, demographics, consumer feedback, and positive corporate imaging. The COOLTVNetwork will offer an interactive marketing/advertising tool through ClickVideo technology, that gives corporations a standardized and effective method for tracking "click-through" rates (an effective alternative to banner advertisements).

Users/Artists

COOLTVNetwork.com will serve its users by offering a worldwide site that will inform and entertain consumers in a real-time interactive environment, twenty-four hours a day, seven days a week. It will provide customers with a primary, centralized location to view all facets of entertainment. COOLTVNetwork.com will present all relevant content in a fully personalized and further customizable manner. Ultimately, a personalized entertainment environment and numerous customizable products will evolve to increase the value of the entertainment purchase. The COOLTVNetwork will be an alliance or virtual symbiotic network between management, users/consumers, and corporate clients. As a team, we will strive to perpetuate the aura of community and effective customer service; incorporating permission-based value added services as email notices & updates, 'Digital Lockers,' tangibles-magazines/newsletters, and people based customer service lines.

"While many companies are just starting to understand the power and potential of the Internet for marketing and advertising, Trans Continental is entering 'their' fourth year of online promotions of its artists." Pearlman (CEO) says "Our websites have provided us with a powerful way to broaden awareness for all of our artists on a cost-effective basis." -Orlando Business Journal. Trans Continental does media, public relations and promotions for recording artists via the Internet. COOLTVNetwork.com will also assist local, national, and international artists in gaining exposure in the recording industry and amateur movie production market. The COOLTVNetwork will be the liaison between amateur talent and the global market place, finding aspiring talent in the music and video production arenas through filtered "Post It Corners," and Video & Audio contests. The company will provide amateur artists, like those who

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GAU 2174

Appn: 09/877,729 (wakefield)

created the Blair Witch Project, with marketing (streamed headline video spots, & artist of the week sponsorship . . .), track sales, and merchandising. Users will be able to sample the creative melting-pot of local, national, and international talent through 'Video Biographies,' 'Video Time Capsules of favorite artist, streamed artist interviews, sound samples, and the net-purchase of new releases. With the digital revolution on the rise, COOLTVNetwork.com will give users the opportunity to carve out their own customized and personal digital playground. Through 'Digital Lockers,' 'CLICKVideoShopping,' and 'Thinking eCOOL!', users will have the opportunity to "Get Digi!" @ COOLTVNetwork.com, The Internet's Audio/Video Solution; "Just a Click Away."

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From: Shannon Audette
To: Christine McLeod
Date: 3/1/00 9:06AM
Caller: Franz Wakefield
Phone: 305-512-6489

☒ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

Re: Reconsidering a professional patent search. Funds for company are scarce and he will be doing some research on his own. He would like to go ahead directly with the patent.

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SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

2421 N.W. 41st Street

Suite A-1

Gainesville, Florida 32606-6669

Telephone 352-375-8100

Facsimile 352-372-5800

ORLANDO OFFICE

1000 Legion Place, Suite 1750
Orlando, FL 32801
Telephone 407-426-7500
Facsimile 407-839-8589

Roman Saliwanchik

(1926 - 1999)

February 29, 2000

Franz A. Wakefield, President
CoolTvNetwork.com
17731 N.W. 14th Ct.
Miami, FL 33169

Via Facsimile
(305) 512-6480

Re: Agreement for Legal Services for:
ClickVideoShop software
Our File No. CTN-MISC

Dear Franz:

We are pleased that you expressed an interest in retaining our firm to handle your patent matters. To that end, please find enclosed an Agreement for Legal Services for your review and execution. Upon receipt of the signed Agreement and the fee specified therein, we will commission a search for your technology. You should keep a copy of the executed Agreement for your records.

As we discussed, we estimate the cost of performing a patentability search for your invention by a professional searcher would be in the neighborhood of \$700 including our fee for commissioning the search. We request an advance retainer of \$400 prior to commissioning the search. The balance, if any, will be billed to you upon our receipt of the search from our searcher. Please note that this estimate does not include our fee for analyzing the search results or providing you with an opinion of patentability, which would be billed at an hourly rate of \$200 per hour. We will not review the results nor prepare an opinion without your express instructions.

Please let us know if you have any questions or comments. We look forward to working with you.

Sincerely,



Christine Q. McLeod

CQM/jss
Enclosure (as stated above)

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Agreement For Legal Services

I, the undersigned client, do hereby retain and employ Saliwanchik, Lloyd & Saliwanchik A Professional Association, 2421 N.W. 41st Street, Suite A-1, Gainesville, Florida 32606, as my attorneys to represent me for the purposes of securing intellectual property protection (patent/trademark) for my invention/product.

I agree to pay Saliwanchik, Lloyd & Saliwanchik the amount of \$400.00 as an advance for services to be rendered and expenses incurred. I understand that the funds advanced pursuant to this agreement will be placed into an interest bearing IOTA account (Interest on Trust Account) and that the interest will be forwarded to the Florida Bar Foundation as required by the Florida Rules of Professional Conduct. I understand that I will not receive interest on the advance I am providing.

I understand that Saliwanchik, Lloyd & Saliwanchik will, on a periodic basis, bill me for the services rendered and expenses incurred, and that I shall have ten (10) working days in which to contest any bill. I understand that, after said ten (10) working days, Saliwanchik, Lloyd & Saliwanchik will consider the amount billed to have been fully earned and will then transfer the billed amount from the fees advanced into its general operating fund as payment for services rendered and expenses incurred. I further acknowledge that when the amount provided as an advance has been exhausted, I will, within thirty (30) days, provide the difference between moneys on hand as advanced and the additional billed amount. Alternatively, or additionally, Saliwanchik, Lloyd & Saliwanchik may require that I keep a minimum balance in the trust account if ongoing work is contemplated. Saliwanchik, Lloyd & Saliwanchik will provide me with an accounting of my outstanding balance on a periodic basis and will return to me any unearned amount of the advance upon conclusion of the representation.

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I agree that any attorney in the firm may be designated to perform services for me under this agreement.

Signed this ____ day of _____, 20__.

Client Signature:

Name (Typed): Mr. Franz A. Wakefield

Address: 17731 N.W. 14th Court

Miami, FL 33169

Telephone No.: (305) 512-6489

The above employment is hereby accepted upon the terms stated herein for:

Saliwanchik, Lloyd & Saliwanchik
A Professional Association

Attorney:

Name (Typed): Christine Q. McLeod



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From: Shannon Audette
To: Christine McLeod
Date: 2/25/00 12:04PM
Caller: Franz Wakefield
Phone: 305-512-6489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you

Did you receive the outline? He is eager to begin with the next step.

2/25 - 12:09 AM - Rd call. Confirmed receipt
of message. Passed info along to CM
& she will get back to you sometime next
week. *for*

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PULL

CTN - MISC
patient ing.

From: Amy Ashley
To: Christine McLeod
Date: 2/23/00 11:03AM
Caller: Franz Wakefield
Phone: 305-512-6489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

wondered if you received his letter re: characteristics of his invention

PLC @/23 left msg - no I did
not receive anything recently.

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FEB 22 2000

mm

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February 18, 2000

Christine Q. Mcleod
Saliwanchik, Lloyd & Saliwanchik
2421 N.W. 41st Street Suite A-1
Gainesville, Florida 32606-6669

Christine,

Enclosed is the information you requested regarding the details of the invention, some related patents, and our differentiation. I have sent the disclosure deposit forms with the appropriate fee. Please advise me on your ideas on completing a professional search.

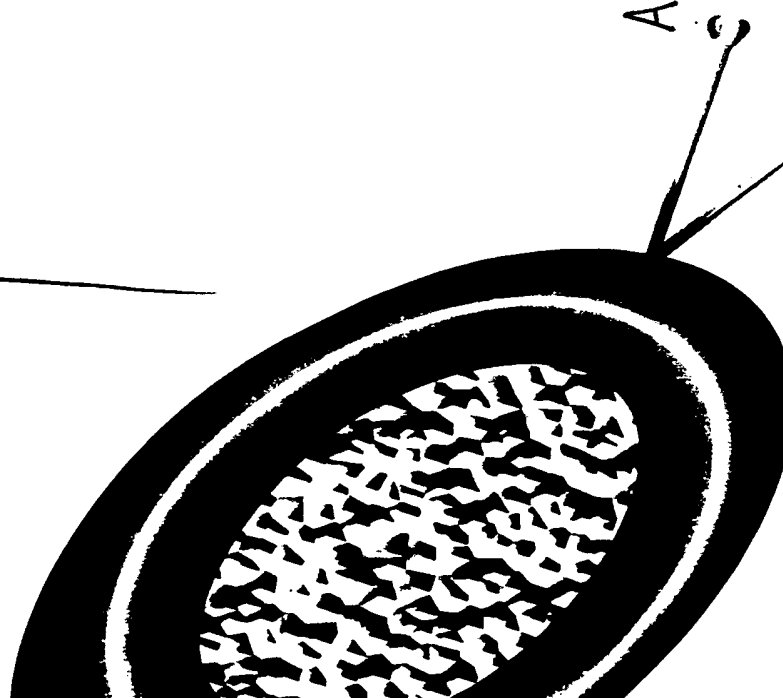
Is it safe to assume that a professional patent search is the best course to take if we intend on patenting around similar patents?

Please get back in touch with me regarding this matter so we can take the appropriate steps in an expedient fashion.

Best Regards,

Franz A. Wakefield
President
COOLTVNetwork.com

Internet Audio-Video Entertainment



INVENTION SUMMARY

The purpose of this document is to describe the purpose and methodology of the ClickVideoShop software. In conjunction with prerecorded video, this software is a key component in providing an immersive and interactive user experience via the internet. The ClickVideoShop software is written in the Java programming language, which allows the ClickVideoShop experience to be enjoyed on a wide variety of computing platforms. The ClickVideoShop software facilitates the use of a video source as a conduit to accessing related information. The prerecorded video provides the foundation to engage the user in the content of the web site. The ClickVideoShop software uses "hot spots," or areas in the video playback area delineated by outlines or shading, as visual cues to alert the user that clicking within the hot spot gives them access to additional information. This is analogous to a hypertext link being highlighted in an HTML when the cursor moves over it. The type and delivery of the additional information is user-controlled by a menu bar displayed at the top or bottom of the area where the video is playing. Clicking on options in the menu bar determines what action is taken when the user clicks on a hot spot. The software currently supports four modes: "ClickVideoShop", where clicking on a hot spot adds the item to the user's shopping cart, "Entertain" mode, where clicking on the hot spot opens another movie in another browser, "Link", where clicking on a hot spot opens another web page, and "Bid", which enters a bid for the item into the specified bidding system. A hot spot must support at least one of these modes, and can support all four if desired. The software provides for a virtually unlimited number of associations between video and internet-accessible information since the extensibility of the menu bar allows code to support additional relationships to be added. For example, during playback of a music video, a hot spot could load in-depth product or performer information, a bid submission form, or an additional movie. The hot spot is also defined by the time during video playback when it is active. A hot spot is activated when the user moves the cursor into the hot spot's area at a point in time within the interval in which the hot spot is specified to be active or when the object on the screen is illuminated, outlined, or shaded. An active hot spot is one in which the perimeter of its area is visible, or the area has been shaded. The information to define a hot spot, which includes its area within the video playback area, the additional information it references, and its begin and end activation time is specified in a data file, which is loaded when the video is loaded and may contain as many hot spot definitions as necessary. When the video reaches the end, the data file also specifies whether or not playback of the video should start again at the beginning.

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Summary of the HTML and Data File Contents

The HTML document loaded by the web browser contains tags that specify:

- 1.) The path to a Java applet containing the object code necessary to execute the claims specified in the patent
- 2.) The path to the video file that the applet will play.
- 3.) The path to a data file that contains variables used to create objects that contain the information needed to represent areas on the screen, called "hot spots", in software.

The data file contains tags that specify:

- 1.) Whether the movie should only play once or continue to loop.
- 2.) The URL of the web page to open when the object is clicked.
- 3.) A signature that uniquely identifies an item so that it can be added to a shopping cart when the object is clicked.
- 4.) The URL of a movie to play when the object is clicked.
- 5.) A signature that uniquely identifies an item such that a bid for it can be entered into a bidding system when clicked.

Tag (1) is required, and at least one of (2)-(5) must be specified

Discussion of Related Patents

5,918,012: Hyperlinking time-based data files

Embeds movies into another file type

Doesn't state that it uses hot spots

Doesn't load the data file at startup – consults it on every click

5,708,845: System for mapping hot spots in media content for interactive digital media program

Uses the term hot spot explicitly

States that the data file is separate from the movie

Doesn't talk about only linking to web pages- talks about linking to additional types of data. However, they don't discuss the user having the ability to change the type of information the hot spot links to, or having a hot spot link to multiple types of information

Microsoft Developer Article: AVI Files with Hot Spots

http://msdn.microsoft.com/library/techart/msdn_avihot.htm

5,539,871: Method and system for accessing associated data sets in a multimedia environment in a data processing system

Talks about associating data with elements in a multimedia presentation

Talks about using graphical cues to indicate a hyperlink

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5,970,504: Moving image anchoring apparatus and hypermedia apparatus which estimate the movement of an anchor based on the movement of the object with which the anchor is associated

Talks about time intervals in which the hyperlink is active

Very verbose – didn't get a chance to finish reading through it

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RC
CTN-MISC
(pat ing).

From: Amy Ashley
To: Christine McLeod
Date: 2/17/00 10:43AM
Caller: Franz Wakefield
Phone: 305-512-6489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

questions re: document disclosure request; he's unsure how detailed he should be regarding the description of his invention since the document offers no protection (he's conducting an experiment today, so he may need to call you back)

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fax - 305-512-6489

PLC left msg.

PLC 2/29/00 -

* \$400 deposit ~~5000~~ → ^{quote} \$700

* \$Provisional minimum 3000-4000
unless inventor provides entire
technical description, then can
be about \$1000-2000.

* try to get faster than 3-5 weeks.
(Just file 5-10 day turnaround).

Appn: 09/877,729 (Wakefield) GAU 21714

SALIWANCHIK, LLOYD & SALIWANCHIK
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2421 N.W. 41st Street

Suite A-1

Gainesville, Florida 32606-6669

Telephone 352-375-8100

Facsimile 352-372-5800

Roman Saliwanchik
(1926 - 1999)

ORLANDO OFFICE

1000 Legion Place, Suite 1750
Orlando, FL 32801
Telephone 407-426-7500
Facsimile 407-839-8589

February 14, 2000

Franz A. Wakefield, President
CoolTvNetwork.com
17731 N.W. 14th Ct.
Miami, FL 33169

Re: United States Patent and Trademark Office Document Disclosure Program
Our Docket No.: CTN-MISC

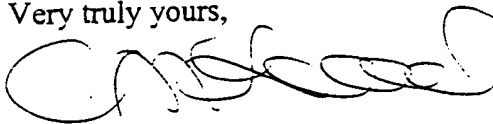
Dear Franz:

Enclosed for your review are copies of the Patent Office's guidelines regarding the Disclosure Document Program. As part of the documentation of the conception of your invention, you may wish to utilize this program. If so, please complete the form and mail it to the Patent Office as addressed in the upper left-hand corner of the form along with a detailed description of your invention, a check in the amount of \$10 made payable to the "Assistant Commissioner for Patents" and a self-addressed, stamped return postcard to acknowledge receipt.

This document provides no patent protection nor does it serve as a "grace period" prior to filing your application. This program merely serves as additional evidence of the date of conception of an invention and must be referenced in a later filed patent application within two years.

If you have any questions, please do not hesitate to call.

Very truly yours,



Christine Q. McLeod

CQM/aa

Enclosure (as stated above)

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Disclosure Document Deposit Request

Mail to:

**Box DD
 Assistant Commissioner for Patents
 Washington, DC 20231**

Inventor(s): _____
 Title of Invention: _____

Enclosed is a disclosure of the above-titled invention consisting of _____ sheets of description and _____ sheets of drawings. A check or money order in the amount of _____ is enclosed to cover the fee (37 CFR 1.21(c)).

The undersigned, being a named inventor of the disclosed invention, requests that the enclosed papers be accepted under the Disclosure Document Program, and that they be preserved for a period of two years.

 Signature of Inventor

 Address

 Typed or printed name

 Date

 City, State, Zip

NOTICE TO INVENTORS

It should be clearly understood that a Disclosure Document is not a patent application, nor will its receipt date in any way become the effective filing date of a later filed patent application. A Disclosure Document may be relied upon only as evidence of conception of an invention and a patent application should be diligently filed if patent protection is desired.

Your Disclosure Document will be retained for two years after the date it was received by the Patent and Trademark Office (PTO) and will be destroyed thereafter unless it is referred to in a related patent application filed within the two-year period. The Disclosure Document may be referred to by way of a letter of transmittal in a new patent application or by a separate letter filed in a pending application. Unless it is desired to have the PTO retain the Disclosure Document beyond the two-year period, it is not required that it be referred to in the patent application.

The two-year retention period should not be considered to be a "grace period" during which the inventor can wait to file his/her patent application without possible loss of benefits. It must be recognized that in establishing priority of invention an affidavit or testimony referring to a Disclosure Document must usually also establish diligence in completing the invention or in filing the patent application since the filing of the Disclosure Document.

If you are not familiar with what is considered to be "diligence in completing the invention" or "reduction to practice" under the patent law or if you have other questions about patent matters, you are advised to consult with an attorney or agent registered to practice before the PTO. The publication, *Attorneys and Agents Registered to Practice Before the United States Patent and Trademark Office*, is available from the Superintendent of Documents, Washington, DC 20402. Patent attorneys and agents are also listed in the telephone directory of most major cities. Also, many large cities have associations of patent attorneys which may be consulted.

You are also reminded that any public use or sale in the United States or publication of your invention anywhere in the world more than one year prior to the filing of a patent application on that invention will prohibit the granting of a patent on it.

Disclosures of inventions which have been understood and witnessed by persons and/or notarized are other examples of evidence which may also be used to establish priority.

There is a nationwide network of Patent and Trademark Depository Libraries (PTDLs), which have collections of patents and patent-related reference materials available to the public, including automated access to PTO databases. Publications such as *General Information Concerning Patents* are available at the PTDLs, as well as the PTO's Web site at www.uspto.gov. To find out the location of the PTDL closest to you, please consult the complete listing of all PTDLs that appears on the PTO's Web site or in every issue of the Official Gazette, or call the PTO's General Information Services at 800-PTO-9199 (800-786-9199) or 703-308-HELP (703-308-4357). To ensure assistance from a PTDL staff member, you may wish to contact a PTDL prior to visiting to learn about its collections, services, and hours.

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DISCLOSURE DOCUMENT PROGRAM

A service provided by the US Patent and Trademark Office (PTO) is the acceptance and preservation for two years of "Disclosure Documents" as evidence of the date of conception of an invention.

A paper disclosing an invention (called a Disclosure Document) and signed by the inventor or inventors may be forwarded to the PTO by the inventor (or by any one of the inventors when there are joint inventors), by the owner of the invention, or by the attorney or agent of the inventor(s) or owner. The Disclosure Document will be retained for two years, and then be destroyed unless it is referred to in a separate letter in a related patent application filed within those two years.

THE DISCLOSURE DOCUMENT IS NOT A PATENT APPLICATION, AND THE DATE OF ITS RECEIPT IN THE PTO WILL NOT BECOME THE EFFECTIVE FILING DATE OF ANY PATENT APPLICATION SUBSEQUENTLY FILED. LIKE PATENT APPLICATIONS, THESE DOCUMENTS WILL BE KEPT IN CONFIDENCE BY THE PATENT AND TRADEMARK OFFICE.

This program does not diminish the value of the conventional, witnessed, permanently bound, and page-numbered laboratory notebook or notarized records as evidence of conception of an invention, but it should provide a more credible form of evidence than that provided by the popular practice of mailing a disclosure to oneself or another person by registered mail.

Content of the Disclosure Document

The benefits afforded by the Disclosure Document will depend directly upon the adequacy of the disclosure. It is strongly recommended that the document contain a clear and complete explanation of the manner and process of making and using the invention in sufficient detail to enable a person having ordinary knowledge in the field of the invention to make and use the invention. When the nature of the invention permits, a drawing or sketch should be included. The use or utility of the invention should be described, especially in chemical inventions.

Preparation of the Document

A standard format for the Disclosure Document is required to facilitate the PTO's electronic data capture and storage. The Disclosure Document (including drawings or sketches) must be on white letter-size (8.5 by 11 inch) or A4 (21.0 by 29.7 cm) paper, written on one side only, with each page numbered. Text and drawings must be sufficiently dark to permit reproduction with commonly used office copying machines. Oversized papers, even if foldable to the above dimensions, will not be accepted. Attachments such as videotapes and working models will not be accepted and will be returned.

Other Enclosures

The Disclosure Document must be accompanied by a separate cover letter signed by the inventor stating

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GAU 2174

Appn: 09/877,729 (wakefield)

that he or she is the inventor and requesting that the material be received under the Disclosure Document Program. The inventor's request may take the following form:

"The undersigned, being the inventor of the disclosed invention, requests that the enclosed papers be accepted under the Disclosure Document Program, and that they be preserved for a period of two years."

A Disclosure Document Deposit Request form (PTO/SB/95) can also be used as a cover letter. This form is available at the PTO Web site at <http://www.uspto.gov> or by calling PTO General Information Services at 800-786-9199 or 703-308-4357.

A notice with an identifying number and date of receipt in the PTO will be mailed to the customer, indicating that the Disclosure Document may be relied upon only as evidence and that a patent application should be diligently filed if patent protection is desired. The PTO prefers that applicants send two copies of the cover letter or Disclosure Document Deposit Request form and one copy of the Disclosure Document, along with a self-addressed stamped envelope. The second copy of the cover letter or form will be returned with the notice. It is not necessary to submit more than one copy of the document in order for it to be accepted under the Disclosure Document Program.

WARNING to Inventors

The two-year retention period is not a "grace period" during which the inventor can wait to file his or her patent application without possible loss of benefits. It must be recognized that, in establishing priority of invention, an affidavit or testimony referring to a Disclosure Document must usually also establish diligence in completing the invention or in filing the patent application after the filing of the Disclosure Document.

Inventors are also reminded that any public use or sale in the United States or publication of the invention anywhere in the world more than one year prior to the filing of a patent application on that invention will prohibit the granting of a U. S. patent on it. Foreign patent laws in this regard may be much more restrictive than U. S. laws.

The PTO advises inventors who are not familiar with the requirements of U. S. patent law and procedures to consult an attorney or agent registered to practice before the PTO.

A list of the Attorneys and Agents Registered to Practice Before the US Patent and Trademark Office can be viewed and searched at no charge at the PTO Web Site at <http://www.uspto.gov> and examined without charge at Patent and Trademark Depository Libraries (PTDLs). PTO General Information Services will provide a list of names of attorneys and agents for a particular city or zip code for customers without Web access. Call 800-786-9199 or 703-308-4357.

This list may be purchased from the PTO on CD-ROM by calling 703-306-2600. A print publication of the Attorneys and Agents Registered to Practice Before the U. S. Patent and Trademark Office may be available from:

**Superintendent of Documents
P.O. Box 371954
Pittsburgh, PA 15250-7954
202-512-1800**

Call 202-512-1800 to check on availability. The Superintendent of Documents sales site is at:

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Disposition

The Disclosure Document will be preserved by the PTO for two years after its receipt. It will be destroyed unless it is referred to in a separate letter in a related patent application filed within the two-year period. The separate letter filed in the related patent application must identify not only the patent application, but also the Disclosure Document by its title, number, and date of receipt in the PTO. Acknowledgment of such letters will be made in the next official communication or in a separate letter from the Patent and Trademark Office.

Fee

A fee of \$10.00 in the form of a check or money order made payable to "Assistant Commissioner for Patents" must accompany the Disclosure Document when it is submitted to the Patent and Trademark Office. Documents without the full fee will be returned. Mail the Disclosure Document with payment to:

Box DD

Assistant Commissioner for Patents
Washington, DC 20231

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Inventors also have the option of filing a Provisional Application for Patent. View information about this related service at the PTO Web site or request a print brochure by calling 800-786-9199 or 703-308-4357.

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find
file
|

From: Amy Ashley
To: Christine McLeod
Date: 2/14/00 9:04AM
Caller: Franz Wakefield
Phone: 305-512-6489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

if he's not there, leave a msg. with the best time for him to call

- He did his own search.

Trying to save \$, not
sure whether do have prof

search done.

- Make flow chart + summary.

- will send along w/ copies of
papers we have.

Appn: 09/877,729 (Wakefield) GAU 2174 30 OF 50

From: Amy Ashley
To: Christine McLeod
Date: 2/7/00 8:39AM
Caller: Franz Wakefield
Phone: 305-512-6489

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

Plc 2/8/00 - Gft msg. that I
received + would review
materials + call back
tomorrow.

Plc 2/11/00 - Reviewed disclosure -
Call back to begin process.

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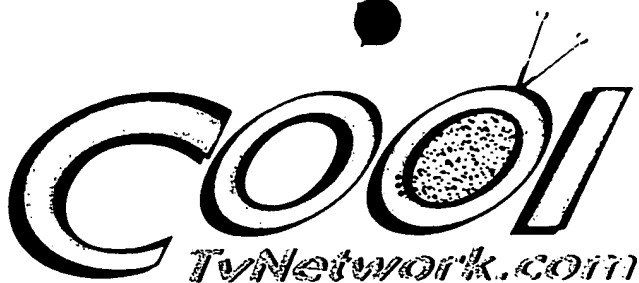
From: Shannon Audette
To: Christine McLeod
Date: 2/8/00 12:19PM
Caller: Franz Wakefield
Phone: 305-512-6489

☒ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

I told him that you were out to lunch and that you did get his package. He would like for you to call him.

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FEB - 4 2000

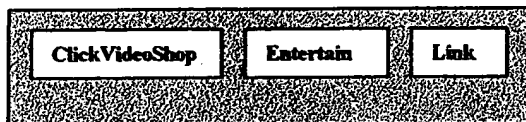
January 31, 2000

Saliwanchik, Lloyd, & Saliwanchik
2421 N.W. 41st Street Suite A-1
Gainesville, Florida 32606-6669

Christine,

The information included in this package should bring you up to speed on my business concept and the cutting edge technology, I believe will revolutionize today's Internet culture. Although there may be other entities that may have approached the concept, I believe the idea of placing the video in various modes while simultaneously using the video objects as hyperlinks is our differentiating factor.

Ex: (Running Video)



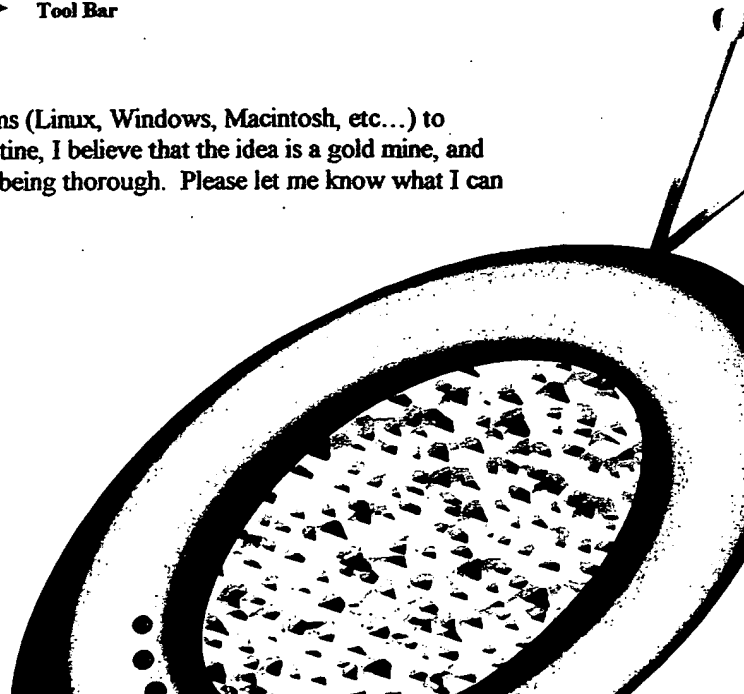
Tool Bar

The technology will be made to work on different platforms (Linux, Windows, Macintosh, etc...) to maximize the site's user population and interaction. Christine, I believe that the idea is a gold mine, and We should take all the necessary steps to move fast while being thorough. Please let me know what I can do to make your job easier.

Best Regards,


Franz A. Wakefield
President & CEO
COOLTVNetwork.com
Internet Audio & Video Entertainment

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1.2 Mission

COOLTVNetwork.com will aggregate entertainment sources (music, sports, cartoons, and commercials) to offer a variety of self-contained, yet complementary entertainment portals. COOLTVNetwork.com will appeal to a diverse cross-section of potential users. With its proprietary viewing software, users will "ClickVideoShop" @ COOLTVNetwork.com and experience revolutionary interactive entertainment and a unique kind of virtual shopping.

The overall positioning of the site is embodied in the appeal of being 'eCOOL!'. Whether it's youths or adults, users will associate COOLTVNetwork.com with being involved in the most cutting-edge entertainment experience available; sports, music, cartoons, commercials, and ultimately movies and other audio/video options will position our site as the most complete, convenient and customizable source for entertainment. The balance between the old and the new will create both nostalgia and excitement for site visitors. The past, present and future of 'eCOOL!' will be available at the click of a button. And, it can be viewed using the latest in video browser technology, highlighting the experience for the consumer and offering marketing opportunities for the retailer.

The sites' diverse and comprehensive archive of entertainment options, from music to sports, will create the 'stickiest' virtual entertainment site on the Internet. Just a click away, "Hot Spots" attached to objects in the video files will incapsulate users in the euphoria of the video moment. CLICKVideoShopping will create the long sought after Buchanan moment on the Internet. This 'seducible' moment, will entice consumers to purchase video objects, link to other videos, or connect to the manufacturer's website. With the attraction of superior proprietary technology, traditional local marketing, customized consumer specific target marketing, and expanding/promoting according to the particular tastes of our users, COOLTVNetwork.com will develop a trusted, quality, and personalized entertainment source, for a worldwide audience.

COOLTVNetwork.com will evolve into the Internet's first ClickVideoBay filled with fully interactive entertainment ClickVideoShops. The network will become a personalized kaleidoscope of its customers favorite blend of the old with the new. An archive of video content will hark of the days when your favorite athlete captured your imagination, when your favorite performer inspired your creativity, or when you first heard the catchy slogan that became the buzz of your generation. Interaction with cutting-edge artists, memorable live entertainment events, and local involvement such as music videos and homemade commercials will also populate COOLTVNetwork.com. COOLTVNetwork.com will be a site the whole family can enjoy. While adults enjoy music and sports and other video entertainment, the next generation of Cool kids will begin with cartoons on the COOLCartoons network. Customers will enjoy the value-added aspects of technology appeal, input recognition and personalized attention. They will experience a proverbial cyberspace playground, featuring provocative and eclectic content in a friendly environment.

COOLTVNetwork.com will utilize its competitive advantages to become one of the most respected names in the entertainment industry and will effectively appeal to many different Internet user segments. Besides the audience of consumers, COOLTVNetwork.com will offer significant benefits to corporate clients. Capturing this important segment of users will allow COOLTVNetwork to evolve into a centralized resource for entertainment, marketing, retailing, research, and artist interaction. COOLTVNetwork.com will emerge as the materialization of an industry leader which embodies the future of the video production, delivery and distribution industry.

With a never-ending enthusiasm for their global audio and video community, artists, promoters and users alike will fuel the creative Mecca known as COOLTVNetwork.com. The content and environment of COOLTVNetwork.com will be shaped by the creativity of all of the participators. In this respect, traditional corporate policies will not be applicable; the power will remain in the hands of all of the creators. The vibrancy and excitement of the entertainment industry will create a culture that engages and entertains. The network will be an extension of the richness of each portal. It will be a canvas for a global community of users to decorate.

3.0 Products and Services

COOLTVNetwork.com's longterm vision will be encapsulated in being pioneers of net-interactivity, entertainment, CLICKVideoShopping, & becoming the industry leader for audio- and video- entertainment needs. Our company has positioned itself to transcend these basic corporate strategies across various entertainment categories (Sports, Music, Entertaining Commercials, & Cartoons/VideoGames).

Our corporate formula is equal to four entertainment sites under the COOLTVNetwork. Each exemplifying cutting-edge technology, net-interactivity, customizable entertainment, & CLICKVideoShopping.

Products (COOLPlaysoftheDay.com/Sports Center)

- Sports Equipment
- Sports Wear
- Footwear
- Memrobia
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear

Products (COOLCommercials.com)

- Consumables
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear
- Memrobia

Products(COOLMusicVideos.com)

- CD's
- Urban & Contemporary clothing
- Cosmetics
- Footwear
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear

Products (COOLCartoons.com)

- Toys
- "iBOONKA!" the web accessible "iToy"
- BOONKA! Wear
- Video Games
- Educational Tools
- Memrobia

Services Related To Site Genre

- Interactive Entertainment Video Archive (with CLICKVideoShopping)
- Membership ("Digital Lockers") with customized entertainment
- Live & Looped interviews with local, national, & international artists, athletes, and celebrities
- Home Talent contests @ in the "Post-It-Corner"
- Entertaining Video Biographies (video footage of career growth) of artists, athletes, celebrities, company or product lines
- "Now-&-Then" entertainment news
- "Video Time Capsules" of our favorite moments with athletes, performers, and commentators of our time
- Interactive Games
- "ClickVideoAuctions" in Fan-club arenas
- Talk Back! in the "Critique Corner"
- Consumer & Market Research

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3.1 Product and Service Description

Products

Through our patented CLICKVideoShopping technology, COOLTVNetwork.com will sell a collage of brand name products like Nike, FUBU, Polo, Spalding, Lorel, Karl Kani, Nautica, Arista Records, Pro Player, eToys, Wilson, and eBay. Delivering to a long waited digital community, the Net's 1st. customizable entertainment, with e-tailing experience.

Services

- **Digital Lockers**—allows members to search the interactive entertainment database for their favorite selections and save them in their own personalized and private digital space. Users can chose to store & organize video entertainment, entertainment news past & present, and personal notes.
- **Video Time Capsules**—offers users special video compilations of their favorite era in time.
- **Video Biographies**—offers users special video compilations of their favorite athletes, artists, and entertainers.
- **Post-It-Corners**—gives users, with aspirations to be in the entertainment industry, the creative outlet to "Post-It!" (music singles, video scenes from aspiring Big Screen movie makers, & Video Biographies from hopeful supermodels). This service will provide the global community with a grab-bag of quality, filtered, and a vivid source for entertainment.
- **Now-&-Then Entertainment News**—gives users a searchable database of video footage, and text information that documents entertainment news of the past and present. This service will span a variety of entertainment categories under the COOLTVNetwork, focusing on the event and the relevant artist, athletes, and entertainers.
- **CLICKVideoShopping**—presents proprietary CLICKVideo technology to net-surfers and allows them to place the actual video files in Entertain, CLICKVideoShop, or Link mode. These particular modes will allow the user to click on video objects, open other relative videos (Video Biographies, Prospective athlete footage, Video Time Capsules. .etc.), add objects to a digital shopping cart, or link to the object's manufacturer website.
- **Talk Back!**—gives consumers the opportunity to voice their opinion in the "Critique Corner." This service will be a useful resource to many fronts; whether it be utilizing the authentic criticism to effectively tailor our site to our consumers, or allocating the comments as a resource for market research & consumer analysis. This service will provide the necessary feedback for a consumer conscious evolving website.

3.2 Competitive Comparison

COOLTVNetwork has laid its' foundation on a unique set of entertainment services that offers consumers purchasing power in three distinct markets e-tailing, audio and customizable video, and artist representation. While there are other Internet entertainment companies, none produces or presents products and services in a centralized network of versatile and engaging content. With our proprietary software we make CLICKVideoShopping possible, net-interactivity, and "Pop-up-Video." We create a digital backbone of audio & video entertainment that facilitates local, national, and international users to create their own customized entertainment content in 'Digital Lockers.'

COOLTVNetwork will appeal to all users regardless of geography, age, gender, or race. The idea of being 'eCOOL' is limitless and appealing to all! COOLTVNetwork will signify more than just audio/video streaming; instead, it will be the very essence of entertainment! Individuals will respond to both the completeness and familiarity of the site, the evolution of which they contribute to on a continuing basis.

The nature of encouraging the digital community to participate in the evolution of COOLTVNetwork lies in the recognition that the possibilities are limitless, bounded only by the imagination of the global community. We cannot hope to foresee all of the wonderful and exciting opportunities that will arise as a matter of course in developing the COOLTVNetwork, but our Network will flourish from creating a canvas for the world to paint.

3.4 Sourcing

COOLTVNetwork has made key contacts to acquire the video files, which will be securely housed in our database farm. These contacts penetrate local and national arenas in sports, music, commercials, and cartoons.

CLICKVideoShopping will be available to surfers engaging in the sites' archive of video entertainment. The products sold through ClickVideo Shopping will be obtained directly from each products respective manufacturer. This pioneering technology will enhance manufacturers sales exponentially by adding the element of spontaneity to Internet purchases. COOLTVNetwork will benefit by receiving a margin for generating the sale.

Picture surfing @ COOLPlaysoftheDay.com, and reminiscing on game 6 of the Chicago Bulls vs. Utah Jazz play-off. With Chicago trailing by three points, Michael Jordan scores on a drive, strips the ball from Karl Malone, and buries the game-winning shot with 5.2 seconds to go. What if you had the opportunity to click on the Nike or Chicago Bulls logo, pause the video, and link to their respective websites, or click on Michael Jordan's sneakers, and add it to your digital shopping cart, while caught in the awe of The Legend himself. COOLTVNetwork.com will give corporate clients this interactive advertising and marketing edge; an edge that will provide deeper consumer psychological tagging, and more profound product recognition. It will provide the long sought after Buchanan moment, a seducible moment, for consumers via the Internet.

3.5 Technology

COOLTVNetwork has dedicated its' efforts and resources to creatively pushing the envelope of technology. Our team has partnered with Exodus Communications, a premier Managed Monitoring Service provider, to obtain cutting edge bandwidth capabilities, hardware, and real-time monitoring.

Our progressive company has meshed innovative ideas with products, services, and marketing phrases that will distinguish COOLTVNetwork.com from it's competition. We are in the process of acquiring trademarks on our products along with the corresponding patents.

Our products & services will make entertainment interactive, centralized, customizable, and on demand. The COOLTVNetwork team is continually generating ideas that will keep us ahead of any spin-off companies that may try to imitate us.

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3.6 Future Products and Services

Our team is constantly re-inventing itself. By remembering at every stage that the power belongs to the consumer, we plan on developing a trusted, quality, and personalized entertainment source.

Our team is poised and positioned to bring "iBOONKA!" the web accessible companion and BOONKA! Wear (Children's Sports & Apparel) to children (infants - 10yrs) nationwide, by September 2000.

"iBOONKA!" the information companion ("iCompanion") will usher children into the digital revolution, providing the capacity to download cartoons, games, and interactive educational tools to a mobile "iToy", the next generation in children's entertainment.

In October 2000 COOLTVNetwork will use a unique way of multicasting video with conference rooms, and one-of-a-kind purchase and categorical templates, to tap the lucrative B2B market using interactive video files. It will be the birth of the Internet's first "ClickVideoBay," the next generation in Internet auctions.

With the president of the United States of America, addressing the nation about 'The Digital Divide,' and his firm commission of implementing new policies to increase the exposure of all schools, consumers, and citizens to the Internet, -CNN Headline News (Dec.9, 1999)—it is eminent that we will be entrenched in a digital society. What we are seeing is the beginning of an explosive exponential growth of an era of global inter-connectivity and technology that will usher us (humans) into the sci-fi millennium we envisioned years before.

4.0 Market Analysis Summary

e-tailing

With the Internet population at 110 million, and 41% of Americans having Internet access from home or office, it will be important for e-businesses to grasp the opportunity of retail via the Internet. Ernst & Young estimates that 9 million households in the U.S. will shop on-line this year, up from 4.5 million in 1997. Forrester Research Inc. of Cambridge, Mass., reported that by 2003, 40 million U.S. households will buy online, growing web revenues to 108 billion. COOLTVNetwork.com will harness the element of video entertainment to tap into this lucrative embryonic Internet retail market. Gen-X surfers will ClickVideoShop @ COOLMusicVideos.com, while Baby Boom surfers ClickVideoShop @ COOLCommercials.com and CoolSportsCenter.com. Surfers will be able to purchase clothing, hardware, footwear, Cd's, cosmetics, sporting goods. . .etc, while being emotionally enthralled in the video moment. COOLTVNetwork.com fully understands the ramifications of it being "The Year 2000," and that trips to the local department store, grocery store, or neighborhood music outlet are frankly, becoming more passe'. With the changes in business and technology it will be important for businesses to "Get eCOOL!" With the average household receiving 3 to 4 monthly bills on-line, by the end of 1999, and 15 million U.S. households receiving their bills online by 2002, COOLTVNetwork.com will be poised @ entering Internet e-Commerce through the varying facets of entertainment. Every business decision will oscillate around engendering change, thinking "eCOOL!" and continually evolving.

Audio

COOLTVNetwork.com will enter the audio market through it's sub affiliate COOLMusicVideos.com. The site will showcase a collage of local and national talent in every genre of music. From CLICKVideoShopping, to music video archives, to live streamed performances, and relative entertainment news, COOLMusicVideos.com will be @ the pulse of the digital revolution. With alternative Internet music stations, like 3WK, boasting 500,000 listeners a month, with more tuning in daily and on-line music sales increasing to \$1.6 billion by 2002 (7.5% of the overall music market), COOLTVNetwork will position itself as the 'Coolest' alternative to the 'Brick and Mortar' establishments of the old. The company will merge old ways of business with cutting edge technology, becoming one of the Internet's 1st 'Clicks & Mortar' establishment. Surfers will have the opportunity to purchase Cd's, Urban and Contemporary clothing, cosmetics, and footwear while being entertained by secured streamed music and music videos from local and national talent. Just as MP3.com's website saw 9 million downloads of more than 56,000 songs—an astounding

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number, given that the vast majority are from unsigned acts, so shall COOLMusicVideos.com position itself as the liaison between local and national talent and music lovers worldwide. Our team pledges to nullify corporate barriers of old business ways, and provide a bridge for genuine talent to effectively enter the market place.

Video

Video is undoubtedly the last phase in the evolution of multimedia entertainment via the Internet. Although the limiting factor is the available bandwidth, codecs are astutely deciphering the bandwidth puzzle. "As cable modems and DSL connections become common place, fiber crosses the last mile, and codecs get more advanced, downloading music videos, Tv Shows, and even feature films will be apart of our everyday Net experience. We'll use the word 'download' as readily as we say 'catch' a movie or 'pop' in a Cd. MP3 is merely the opening act." —Wired Aug. 1999. COOLTVNetwork.com realizes that the bandwidth bottleneck will be opened, and there will be a convergence of television and computer. "I don't think a lot of people on the consumer level know how much change is about to hit them, especially when it comes to Tv viewing." —David Ostmo, director of operations fro KABB-Tv (Warner Bros. Affiliate.) By 2006, television as we know it will change forever. That year is the deadline set by the U.S. Federal Communications Commission (FCC) for all television stations nationwide to switch over to a new digital broadcasting technology. COOLTVNetwork.com is strategically entering the audio/video and e-tailing market, focusing on music, sports, cartoons, and commercials to build a stable of brand capital and a loyal consumer following. COOLTVNetwork.com will actively build a consumer base within the bandwidth limitations, to effectively position itself for the evolution of Internet technology, and the eminent movie on demand market. COOLTVNetwork.com at every stage will perpetuate the quintessence of 'eCOOL!' combining interactivity, technology, e-tailing, and entertainment to provide the Net's most reliable audio/video with retail experience.

COOLTVNetwork.com will use the convergence of audio, video, and retailing to engage consumers psychologically on a more profound level than most websites. The company will create, for the consumer, an 'eCOOL!' Internet City, which will be a virtual entertainment & retailing toy-box filled with an exhaustive repertoire of audio and interactive video. With "Post It Corners," "Forum Lounges," "CLICKVideoShopping," And "Video Time Capsules" of favorite artists and athletes, COOLTVNetwork will embody the essence of 'eCOOL!'

Corporate Clients

COOLTVNetwork.com will generate revenue from three lucrative streams of users corporate clients, consumers, and artists. Corporate clients will benefit from a wealth of critical consumer information like consumer analysis databases, target market evaluation, demographics, consumer feedback, and positive corporate imaging. The COOLTVNetwork will offer an interactive marketing/advertising tool through ClickVideo technology, that gives corporations a standardized and effective method for tracking "click-through" rates (an effective alternative to banner advertisements).

Users/Artists

COOLTVNetwork.com will serve its users by offering a worldwide site that will inform and entertain consumers in a real-time interactive environment, twenty-four hours a day, seven days a week. It will provide customers with a primary, centralized location to view all facets of entertainment. COOLTVNetwork.com will present all relevant content in a fully personalized and further customizable manner. Ultimately, a personalized entertainment environment and numerous customizable products will evolve to increase the value of the entertainment purchase. The COOLTVNetwork will be an alliance or virtual symbiotic network between management, users/consumers, and corporate clients. As a team, we will strive to perpetuate the aura of community and effective customer service; incorporating permission-based value added services as email notices & updates, 'Digital Lockers,' tangibles-magazines/newsletters, and people based customer service lines.

"While many companies are just starting to understand the power and potential of the Internet for marketing and advertising, Trans Continental is entering 'their' fourth year of online promotions of its artists." Pearlman (CEO) says "Our websites have provided us with a powerful way to broaden awareness for all of our artists on a cost-effective basis." —Orlando Business Journal. Trans Continental does media, public relations and promotions for recording artists via the Internet. COOLTVNetwork.com will also assist local, national, and international artists in gaining exposure in the recording industry and amateur movie production market. The COOLTVNetwork will be the liaison between amateur talent and the global market place, finding aspiring talent in the music and video production arenas through filtered "Post It Corners," and Video & Audio contests. The company will provide amateur artists, like those who

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created the Blair Witch Project, with marketing (streamed headline video spots, & artist of the week sponsorship . . .), track sales, and merchandising. Users will be able to sample the creative melting-pot of local, national, and international talent through 'Video Biographies,' 'Video Time Capsules of favorite artist, streamed artist interviews, sound samples, and the net-purchase of new releases. With the digital revolution on the rise, COOLTVNetwork.com will give users the opportunity to carve out their own customized and personal digital playground. Through 'Digital Lockers,' 'CLICKVideoShopping,' and 'Thinking eCOOL!', users will have the opportunity to "Get Digi!" @ COOLTVNetwork.com, The Internet's Audio/Video Solution; "Just a Click Away."

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(NQ) - W

From: Shannon Audette
To: Christine McLeod
Date: 12/15/99 12:12PM
Caller: Frounze Wakefield
Company: CodTV Network.com
Phone: 376-1327

- | | |
|--|---|
| <input checked="" type="checkbox"/> Telephoned | <input checked="" type="checkbox"/> Please call |
| <input type="checkbox"/> Will call again | <input type="checkbox"/> Returned your call |
| <input type="checkbox"/> Wants to see you | <input type="checkbox"/> Came to see you |
| <input type="checkbox"/> Urgent | |

He has not lost focus and would like to move software patent forward.

- PIC 12/17 - 60+ msg.

- Miami Lakes - JG

* Slide Video Shop *

* Steven - Appo. - need release/ waiver

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From: Amy Ashley
To: Christine McLeod; Joanna Schuyler
Date: 11/15/99 11:24AM
Caller: Franz Wakefield
Company: Cool TV Network.com
Phone: 376-1327

☐ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☐ Please call
☐ Returned your call
☐ Came to see you



- working on implement a pattern for a piece of software
- 95% completed
- will compile research in regards to process.
- go economical route.
- 3M-10M ^{unable} net to pursue
-

P/C 11/19- left msg.

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SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

2421 N.W. 41st Street
Suite A-1

Gainesville, Florida 32606-6669
Telephone 352-375-8100
Facsimile 352-372-5800

Roman Saliwanchik
(1926 - 1999)

ORLANDO OFFICE
1000 Legion Place, Suite 1750
Orlando, FL 32801
Telephone 407-426-7500
Facsimile 407-839-8589

October 13, 1999

Mr. Franz Wakefield
3324 W. University Ave, #121
Gainesville, FL 32607

Via Facsimile
338-7562

Re: Patent Inquiry

Dear Mr. Wakefield:

I enjoyed speaking with you regarding your invention. This letter explains some of the requirements and procedures related to the patenting process. Enclosed (with the confirmation copy of this letter) for your review is our firm résumé describing the qualifications of the attorneys at our firm as well as a copy of the U.S. Patent Office publication regarding patents.

A. Patentability of an Invention

The first step in the patenting process is to determine whether the invention (*i.e.*, an article, machine, composition, or process) meets the requirements to be patentable. Under United States Patent law, in order for an invention to be patentable, the invention must be new, useful and non-obvious. By new, we mean that the identical, or substantially identical claimed invention is not disclosed in the prior art. The prior art is anything that is relevant to the issue of whether the invention is patentable, including, without limitation, patents, publications, advertising, promotional materials, and information as to whether the invention is known or has been used. As to useful, we mean that each claimed invention must have utility. With respect to non-obvious, we mean that even though a substantially identical claimed invention is not disclosed in the prior art, the claimed invention sought to be patented cannot be an obvious variation to one skilled in the particular field of invention or art to which the claimed invention pertains. Before a determination is made as to whether your invention is patentable, the prior art must be analyzed.

In addition to the statutory requirements for obtaining a patent discussed above, please note that you have one year from the date on which the invention is described in a printed publication or in public use or on sale in this country within which to file a patent application in the United States. With respect to patents in other countries, many foreign countries require that a patent application be on file before any public disclosure or sale of the invention. If you wish to preserve your rights to file an application in foreign countries, you should make sure that your application is on file before any public use, disclosure or sale of the invention.

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B. Patent Searching

You may wish to consider having a patentability search conducted for at least two reasons: (1) if the information revealed in the search suggests that your invention is unpatentable, then you may wish to reconsider filing an application in view of the expense associated with the preparation and filing of a patent application which may ultimately be denied; and (2) if the information revealed in the search does not destroy patentability, the search results will assist the patent attorney in determining the scope of your invention so that the patent application may be drafted in accordance therewith.

A patentability search is usually conducted by a professional searcher according to our instructions. We estimate the cost of performing a patentability search for Internet/computer related inventions by a professional searcher would be in the neighborhood of \$700-\$1000 including our fee for commissioning the search. Our fee for analyzing the search results and providing you with an opinion of patentability will vary based on the technology and the number of references located by the searcher. Generally, a written opinion of patentability ranges between \$800-\$1,500 or more. We can better estimate this cost after a detailed review of your technology.

C. Patent Application Preparation and Prosecution

The fees for preparing and filing a patent application typically range from about \$3,500 to \$7,000 or more (including the government filing fees) depending on the complexity of the technology. Before we start work on an application, our office will provide you with a firm estimate which will not be exceeded, absent extraordinary circumstances or additional disclosures from the inventor not previously discussed.

An alternative to a regular utility application is a provisional application, which is similar to a regular utility application used to establish an early filing date. The government filing fee for a provisional application is \$75 to \$150 and our professional fees vary on the extent of the disclosure. In order to assure that the provisional contains the necessary disclosure, we often prepare provisionals exactly the same as regular utility applications, except we do not include the claim language. A provisional application is not examined and must be refiled as a regular utility application within one (1) year of filing. Please call us for more information regarding the effect of provisional filing.

Approximately six to twelve months from the filing date of a regular utility application, we can expect to receive an Office Action from the Patent Office setting forth certain rejections or objections of the application. If you instruct us to respond to the Office Action, the charges for our services in connection with the preparation of a response can range from about \$500 to \$2,000 or more depending upon the complexity of the issues raised in the Office Action. Failure to respond to an Action will result in abandonment of the application. If the application is allowed by the Patent

Appn: 09/877,729 (Wakefield) GAU 2174 44 OF 50

October 13, 1999

Office, an issue and processing fee will be payable shortly thereafter. Maintenance fees will be required periodically to maintain the patent.

Please let us know if we can be of further assistance. If you wish to schedule an appointment, our office charges an initial consultation fee of \$200.

Sincerely,



Christine Q. McLeod
Registered Patent Attorney

CQM/jss
Enclosure (as stated above)

AppN: 09/877,729 (Wakefield) GAU 2174 45 OF 50

Technical Disclosures for Computer-Related Inventions: A Guide for Inventors

I. Introduction

As an inventor, your participation in the patent application process is very important. In fact, in order to make the patenting process work smoothly and efficiently, the inventor should prepare a detailed technical disclosure of the invention to provide the patent attorney with the necessary information to prepare and file a patent application. However, there are strict requirements with respect to the technical disclosure necessary for patent applications of which most inventors are not aware. This document outlines these requirements for your technical disclosure.

II. Statutory Requirements

In order to assist your patent attorney in preparing the technical disclosure for your application, you must ensure that the disclosure you provide includes a *complete and full description of the invention* in sufficient detail to enable a person skilled in the art to practice the invention without undue experimentation. According to Section 112 of the patent statutes, such a description must contain:

“... a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor of carrying out his invention.”

As set forth in the statute referenced above, the description for the application must be sufficient in detail to enable reproduction of the invention by one skilled in the art without undue experimentation and it must provide the best mode of practicing the invention, including any drawings that may be required. Basically, your goal is to disclose clearly everything you can think of about your invention. In case of doubt as to whether or not to include an item of information, put it in. If you have several embodiments of your invention, make sure you include the “best” one. You ordinarily do not have to include dimensions, materials, brand names, or values of components, since the skilled artisan is expected to have a working knowledge of these items. However, if any of these are critical to the performance of your invention or are at all unusual, they must be included. (If in doubt, include specific information).

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III. Technical Description

The actual description is preferably organized by first describing the static physical structure of the invention and then describing in extensive detail the operation or function of the invention, and then, in certain cases, specific examples and/or results of operation of the invention. You should try to identify and include in the description alternate embodiments to assist your patent attorney in drafting claims of sufficient scope. You should use sketches and drawings where necessary to understand the invention (e.g., circuit diagrams, block diagrams, etc.) and refer to such in your description. Each of the parts in the figures should be numbered and a separate list of these reference numerals with the names of their respective parts should be included in a separate section for ease of reference. You should cover every part shown in the figures and be sure to use consistent terminology, but when you refer to a part for the first time, try to include several different equivalent names or alternatives to keep your description broad.

IV. Computer/Software-Related Inventions

If your invention also includes computer software or code which may be patentable, in addition to describing the physical structure, you must also describe the software according to certain specific guidelines for computer-related inventions. To satisfy the disclosure requirement, the disclosure must enable a skilled artisan to configure the computer to possess the requisite functionality, and, where applicable, interrelate the computer with other elements to yield the claimed invention, without the exercise of undue experimentation. There are a number of ways to meet such requirements, but the most common are: (1) actual software code listings (object or source), and/or (2) flowcharts. However, no matter which of the above-listed ways you choose, you must also include an associated explanation in the written description.

A. Software Code Listings

If the program is already written, the easiest way to provide the necessary disclosure is to supply either the object code or source code listing as an appendix to the application. Copyright protection for such code listings may be retained, but trade secret protection is generally lost if you provide a source code listing. The object code listing, on the other hand, may adequately protect trade secrets in certain source code and may be preferable to frustrate potential competition (since the code is only readable by a machine and, therefore, cannot be modified by writing new code or changing instructions). The difficulty with object code listings, and often with source code listings which do not include programmer's comments, is that such listings do not provide a very good understanding of what the invention actually does nor do they provide any guidance to the patent attorney for drafting the claims. The attorney must rely on the associated written description provided by the programmer, which is often not structured or organized.

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To make such code listings enabling, you will need to explain in the description how to implement the listing and any special instructions which may be necessary to implement the invention without undue experimentation (if not readily apparent). The explanation should detail how to configure the computer to perform the required function and interrelate with any other elements to yield the claimed invention. For instance, you should state what programming language the listing is in (*e.g.*, C++), how to use it to control the computer or microprocessor, what type of computer or microprocessor to use it with (*e.g.*, Pentium II), and what hardware should be connected to the computer, both on the input and output sides as necessary.

B. Flowcharts

If you choose not to include source code or object code listings, or wish to supplement such listings, you should provide a detailed flowchart. In fact, most patent attorneys and patent examiners prefer flowcharts. The advantage of flowcharts is that they often provide the backbone for writing the claims and can be readily referred to by both the patent attorney during drafting and by the examiner during examination.

The flowchart must be complete and detailed enough to enable any reasonably skilled programmer to write a program, using only routine skills. The flowchart will be adequate even if it would take a programmer several months to write the program, so long as only routine skill and not extraordinary effort will be involved. Unfortunately some nonprocedural programs simply do not fit the flowchart mold (*e.g.*, object oriented or event-driven programs). Another disadvantage in lengthy programs is that the flowcharts may overflow onto separate sheets, making them difficult to follow. Other notations, similar to flowcharts, may be utilized when the program cannot be represented by flowcharts, such as program network charts, system resources charts, entity-relationship diagrams, object diagrams, object-oriented notation, etc. If an alternate notation better suits your program, you must make sure such alternate notations are not obscure, otherwise, an explanation of the notation will also be required.

As previously stated, no matter which way you choose to disclose the software, an associated explanation in the written description is required. When explaining flowcharts, it is best to number each process symbol and then describe the function it performs.

V. Conclusion

Keep in mind that including details and alternatives can prove vital later if you have to rely on these in order to support and distinguish your invention over a close prior art reference cited by the examiner. You should be especially sure to expand your description in areas where you feel that your invention is novel over the prior art.

Once your technical description is prepared, keep in mind that new discoveries or methods related to the invention should be continuously disclosed to the patent attorney as soon as possible so that this information can be included in the application, if necessary, to provide the broadest scope possible.

Appn: 09/877,729 (WAKEFIELD) GAU 2/17/4 48 OF 50

From: Amy Nguyen
To: Dave Saliwanchik; McLeod, Christine
Date: 10/13/99 10:57AM
Caller: Mr. Franz Wakefield
Company: Cool TV Network.com
Phone: 376-1327

3324 W. Univ Ave
#121
Gulf 32607

GAU 2174 490F50

☒ Telephoned
☐ Will call again
☐ Wants to see you
☐ Urgent

☒ Please call
☐ Returned your call
☐ Came to see you

- 1) He was referred to SLS by Bruce Brashear.
- 2) He is very interested in patenting a software currently being created.
- 3) He would like to know approximate legal costs.
- 4) He would like to speak with DRS; if not possible, he would like to speak with CQM.

Fax: 312-~~225~~

AS13
CONF.
312-3435
#338-7562

PC 10/13/99

- Partially complete - not yet sold or public
or

- not yet sold

- undergrad - Entertainment Co.
@ UF

Mr. Steven
Benedict
Calif.

- Archive of video - to access by user
- hot spots to video - Compressed.
- objects pause video + open other sites.
- \$700 - 1000 - Internet searches

Competitor - hot spots to videos?

Utility - 3K - 7 to 10K >
* PROU - \$800 - \$2000

AppN: 09/877,729 (WAKEFIELD)

SALIWANCHIK, LLOYD & SALIWANCHIK
A Professional Association

2421 N.W. 41st Street

Suite A-1

Gainesville, Florida 32606-6669

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Roman Saliwanchik
(1926 - 1999)

ORLANDO OFFICE

1000 Legion Place, Suite 1750
Orlando, FL 32801
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Facsimile 407-839-8589

November 5, 1999

Mr. Franz Wakefield
3324 W. University Ave, #121
Gainesville, FL 32607

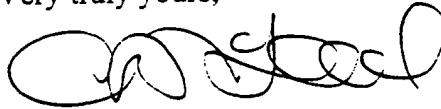
Re: Patent Inquiry

Dear Mr. Wakefield:

We write to follow up with you on our letter of October 13, 1999. Please let us know if you have any further questions or require any additional information with respect to your patent matters.

We look forward to hearing from you.

Very truly yours,



Christine Q. McLeod

CQM/csa

AppN: 09/877,729 (WAKEFIELD) GAU 2174 50 OF 50

FACSIMILE COVER SHEET

Date: 4.5.00
To: Bowen & Lhota P.A.
Company: " "
Fax Number: 954.785.7749

From: FRANZ A. Wakefield

Phone Number: ~~305.512.6489~~ 305.512.6489
Fax Number: ~~305.512.6480~~ 305.512.6480

Pages Including Cover Sheet: 12

MESSAGE:

Please note that there are REVISIONS ON each page. If you could make the corrections, + re-fax the entire document for my approval, I would appreciate it.

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APP17 & REC1

Appn: 09/877,729 (WAKEFIELD) GAU 2174 1 OF 49

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FACSIMILE
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David P. Lhota, Esq.

May 30, 2000

CONFIDENTIAL

VIA FACSIMILE

A.
Franz Wakefield
~~2777 SW Archer Road~~
~~Apt. 55218~~
~~Gainesville, FL 32608~~

} 17731 N.W. 14th CT
Miami, Florida 33169

Re: Provisional Patent Application -
**METHOD AND SYSTEM FOR CREATING, USING AND ADAPTING WEBSITE
HOT SPOTS**

Dear Mr. Wakefield:

Please find enclosed the initial draft of your provisional patent application noted above, including the specification and drawings. Please review the enclosed and provide me with any additions, deletions and/or corrections directly thereon. Once the application is filed we can not add new matter.

Please contact me should you have any questions regarding the disclosure. Thank you for your patience and cooperation on this matter.

Best regards,

BOWEN & LHOTA, P.A.



David P. Lhota
DPL:pfl
Encl.

AppN: 09/877,729 (wakefield) GAU 2174 2 OF 49

"To promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive rights to their respective writings and discoveries."

—United States Constitution, Article I, Section 8

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FACSIMILE
954-785-7749

FACSIMILE

DATE: June 2, 2000

TO: Franz ^{A.}Wakefield } I use my middle Initial

ATTN:

FAX: 305-512-6480

FROM: David P. Lhota

RE: Provisional Patent Application

NOTE:

PAGES TRANSMITTED (including cover sheet): 13

PLEASE CALL THE ABOVE NUMBER IF THERE ARE PROBLEMS IN THE TRANSMISSION.

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-United States Constitution, Article I, Section 8

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**METHOD AND SYSTEM FOR CREATING, USING
AND ADAPTING WEBSITE HOT SPOTS**

CROSS REFERENCE TO RELATED APPLICATIONS

N/A

STATEMENT REGARDING FEDERALLY SPONSORED
RESEARCH OR DEVELOPMENT

N/A

COPYRIGHT NOTICE

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BACKGROUND OF THE INVENTION

1. Field of the Invention

This invention relates generally to website hot spots, and more particularly, to a program or software based tool for creating, using, modifying and/or adapting hot spots in web applications that run over the Internet.

2. Description of the Background Art

Interactive digital media and the use of hyper-linking tools to visit a designated location or perform a pre-defined function, such as hot spots, are generally known in the art. For instance, hyper-linking tools have been developed for making text and graphics available for interactive use, such as linking to pages within a website or to other websites, making purchases or initiating other actions. A link is typically made using text, icons, images or other objects appearing in a display to access another text file, program or media function, when a user clicks a mouse over a corresponding hot spot. This causes an interactive media program to pull up another file or perform a function corresponding to the object(s) stored in the hot spot. Based on current technology, hot

① = AND

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spots and hyper links are limited to preordained functions and are internally static, such that they ~~can not be~~ ^{have not been} programmed or modified to perform a wide variety of functions. In addition, hot spots have not been widely adapted or incorporated into video files. As the applications employed and required on the Internet ~~have expanded and vary across the~~ ^{Internet} the ability to control and change the response of hot spots and hyperlinks on a website would be well received, especially in connection with video.

As noted, the use of hyperlinks and hotspots are known in the art, however current applications are static and do not address the problems noted above. For instance, U.S. Patent No. 5,918,012 discloses the hyperlinking of time-based data files and embedding movies into other file types. It does not disclose the use of hot spots, as contemplated by the instant invention, and does not load the data file at startup but rather consults it on every click. U.S. Patent No. 5,708,845 discloses a system for mapping hot spots in media content for interactive digital media program. This patent discloses data files being separate from the video and linking to additional types of data. However, it fails to disclose the ability to change the type of information ^{each} the hot spot links to, or having a hot spot that links to multiple databases or sites. U.S. Patent No. 5,539,871 discloses a method and system for accessing associated data sets in a multimedia environment in a data processing system, associating data with elements in a multimedia presentation and using graphical cues to indicate a hyperlink. U.S. Patent No. 5,970,504 discloses a moving image anchoring and hypermedia apparatus which estimates the movement of an anchor based on the movement of the object with which the anchor is associated and time intervals in which the hyperlink is active.

The foregoing prior art fails to disclose hyperlink and hot spot technology that is flexible, adaptable for use in videos, platform independent, multi-tasked, and changeable and adaptable in functionality. Hyperlink and hot spot technology having these specifications would be well received. Consequently, there exist a need for programmable hyperlinks and hot spots.

BRIEF DESCRIPTION OF THE DRAWINGS

Figs. 1A-1C illustrate the system logic flow diagram of the preferred embodiment of the instant invention.

- ① = because of increased bandwidth,
- ② = the end user will have
- ③ = effectively and efficiently
- ④ = multi-functional
- ⑤ = This
- ⑥ = a user may elect to have the associated data set presented by selecting the additional graphic element associated with the animated element.

⑦ = multi-functional

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Fig. 2 is an illustrative view of a representative screen display in accordance with the instant invention.

DETAILED DESCRIPTION OF THE INVENTION

With reference to the drawings, Figs. 1A-C to 2 disclose the preferred embodiment of the instant which is generally referenced by numeric character 10. The instant invention 10 comprises an interactive software based system and device having processor readable code stored on a tangible medium that can add, use, change, adapt and process hot spots, such as hyperlinks, in video files and other types of files as well. The instant invention 10 adds hot spots to video and provides a means for using and modifying the function of the hot spots. Thus, the hot spots may be programmed with multiple objects ^{to ①} that may be activated or deactivated through a menu bar or control buttons 93 that are provided in accordance with the invention. The software of the invention, hot spots and corresponding objects are platform independent and may be defined in one or more databases. The hot spots may be programmed with objects ~~to~~ to be able to performing various functions while a user is residing in a video or other website location. ⑤ such as making a bid in a bidding or auction system 91 (as shown in Fig. 2), linking to another web page or URL address, linking to other videos, placing a digital telephone call (as shown in Fig. 2), or transmitting or accessing other types of communications and information. The invention 10 uses the video stream in a way that the objects within the video are accessible and can be defined as working or idle hot spots.

The invention incorporates HTML language or comparable languages for loading documents through a web browser. The HTML document loaded by the web browser contains tags that specify, among other things:

① = have multiple functions and

② = systems (email . . . etc.)

③ = downloadable custom plug-in(s) that implements an algorithm, and/or

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1. The path to a Java applet containing the object code necessary to execute the claims specified in the patent;

2. The path to the video file that the applet will play; and/or

3. The path to a data file that contains variables used to create objects that contain the information needed to represent areas on the screen, called "hot spots", in software.

The data file contains tags that can specify various functions, such as:

1. Whether the movie or video should only play once or continue to loop;

2. The URL of the web page to open when ^{an} ~~the~~ object ^① is clicked;

3. A signature that uniquely identifies an item so that it can be added to a shopping cart when ^{an} ~~the~~ object ^② is clicked;

4. The URL of a movie to play when ^{an} ~~the~~ object ^③ is clicked;

5. A signature that uniquely identifies an auctioned item such that a bid for it can be entered into a multicast bidding system when clicked; and/or

6. A signature that uniquely identifies an item on the screen that once initiated a communication system/digital calling system is activated.

The instant invention requires ^④ at least one tag in the data file, and at least one of the above noted steps, (2)-(6), should be specified for defining the "hot spot's" functionality (defined through the mode control ^{bar/buttons} ~~bar~~ 93). In accordance with the

teachings of the instant invention, a "hot spot" can be programmed with more than one definition, or functionality, and the mode control bar can be expanded to ^{an} indefinite number of mode control buttons.

The logic and operation of the invention is shown in Fig. 1. With reference to

Fig. 1, a user powers up the computer, launches a web browser and loads an HTML

- ① = with a hotspot definition in the video
② = in the video
③ = in the video
④ = but is not limited to

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document containing ^① tags that pass parameters to a Java applet (12-18). The applet reads the data file, creates and initializes custom defined objects in accordance with the data file and registers areas on the screen (i.e. hot spots) using a geometric region obtained from the custom defined objects (20-24). The applet loads the movie and draws a menu bar 93 at the top, bottom or other location in or near the video area 90 where the movie is displayed and plays the movie (26-28). The applet ^② highlights all hot spots for a particular time interval ^③ approximately ten (10) seconds (30), which ~~can occur~~ ^{occurs} while the movie is playing. The software of the invention 10 continually monitors whether the screen cursor is over a hot spot (32). If the cursor is detected as not being over a hot spot, then the invention 10 determines whether a control bar action has been activated (56). If the cursor is detected as being over a hot spot, then it checks whether the current time position of the movie playback is within the range specified by the custom defined object (34). If the answer is no, then the program 10 determines whether a control bar action has been activated (56). If the time position is within the specified range, then the applet ^④ highlights the area specified by the hot spot object (36). Next, the program of the invention determines whether the user has "clicked" the hot spot. If no, then the program 10 goes on to determine whether a control bar action has been activated (56). If the user activates the hot spot (i.e. clicks it), then the program 10 determines the mode of the applet (40-52), as shown in Fig. 1B. If in the shop mode, the applet adds the items specified by the custom defined object to the user's shopping cart (40-42). If the applet is in the entertain mode, then it opens another browser window, playing the movie located at the URL address obtained from the custom defined object in the corresponding hot spot (44-46). If the applet is in the bid mode, then it enters a bid into the bidding system for the item ~~and~~

- ① = downloadable custom plug-in(s) that implements an algorithm and/or
- ② = gives a visual cue (highlights, illumination, or shading)
- ③ = but not necessarily all at the same time.
- ④ = gives a visual cue in

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~~system~~ specified by the custom defined object (48-50). If the applet is in the link mode, then it opens a browser window using the URL obtained from the custom defined object in the ~~hot spot~~ (52-54). After determining the applet mode or lack thereof, the program 10 determines whether the user clicked ^① ^② the control ~~bar~~ ^{buttons/bar} 93.

5 Regardless of how the user or program 10 gets to the decision block for determining whether the user has clicked in the control bar, the program 10 proceeds with said inquiry and several other inquiries depending on the responses. For instance, if the program determines that the user has not clicked in the control bar (56), then it determines whether the movie has reached the end (74). If no, the program 10 loops back
10 to determine whether the cursor is over a hot spot (32). If the movie is determined to have reached the end, then the program 10 checks the data file to see if the movie should continue looping (76). If yes, then the program 10 loops back and continues playing the movie (28). If no, then the program stops (78). If the program has determined that the user has in fact clicked in the control bar (56), then it checks to see whether the user has
15 selected the shop mode, entertain option, bid option or link option from the control bar (58-72). After the mode or option has been determined, the program checks to see if the movie has reached the end, as described above (74-76).

The instant invention has been shown and described herein in what is considered to be the most practical and preferred embodiment. It is recognized, however, that
20 departures may be made therefrom within the scope of the invention and that obvious structural and/or functional modifications will occur to a person skilled in the art.

① = or activated
② = mode

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Appn: 09/877,729 (Wakefield) GAU 2174

Applicant or Patentee: Wakefield, Franz ⇒ *Franz A. Wakefield.*

Attorney's Docket No.: 1212.L101

Serial No. or Patent No.: TBD

For: METHOD AND SYSTEM FOR CREATING, USING AND ADAPTING WEBSITE HOT SPOTS

VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(c) and 1.27(b)) - INDEPENDENT INVENTOR

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under §41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled METHOD AND SYSTEM FOR CREATING, USING AND ADAPTING WEBSITE HOT SPOTS described in

- ☒ the specification filed herewith
☐ application serial no., filed
☐ patent no., issued (date)

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention as listed below:

- ☒ no such person, concern, or organization
☐ persons, concerns, or organizations listed below*

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FULL NAME:

☐ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

FRANZ WAKEFIELD ⇒ *Franz A. Wakefield.*

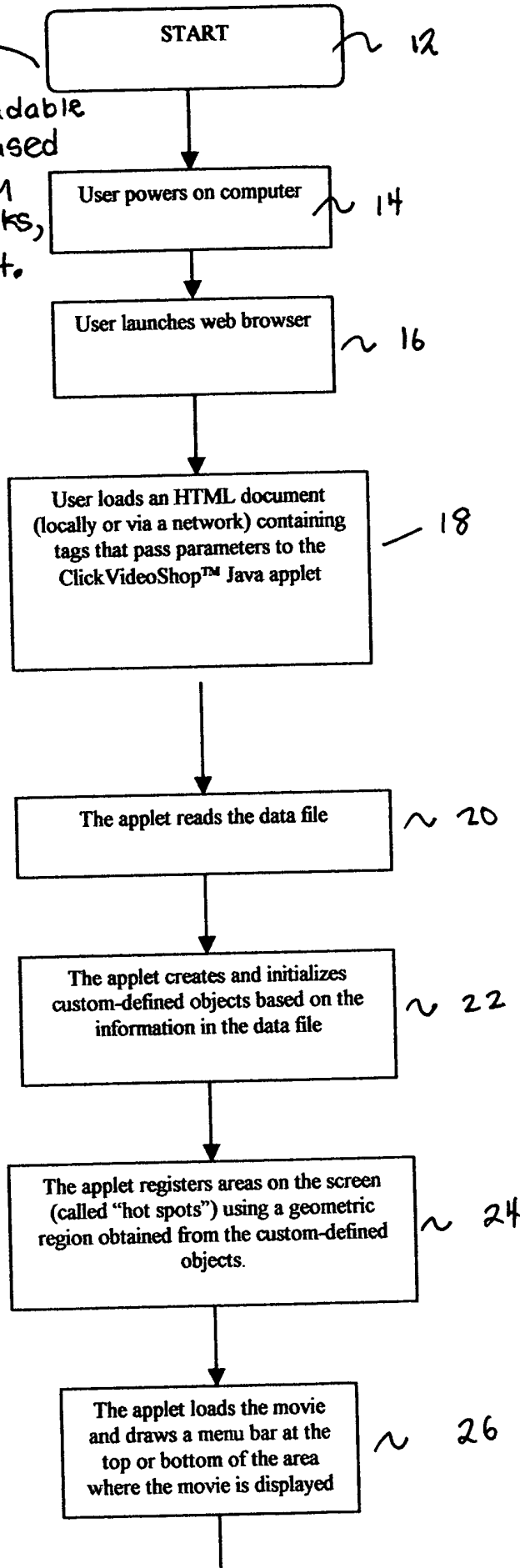
Signature

Date

AppN: 09/877,729 (WAKEFIELD) CAU 2174 ID OF 49

INSERT This ON FIRST Page of Flow Chart

NOTE: That a downloadable custom plug-in(s) may be used to implement an algorithm to perform the same tasks, instead of a Java Applet.



10

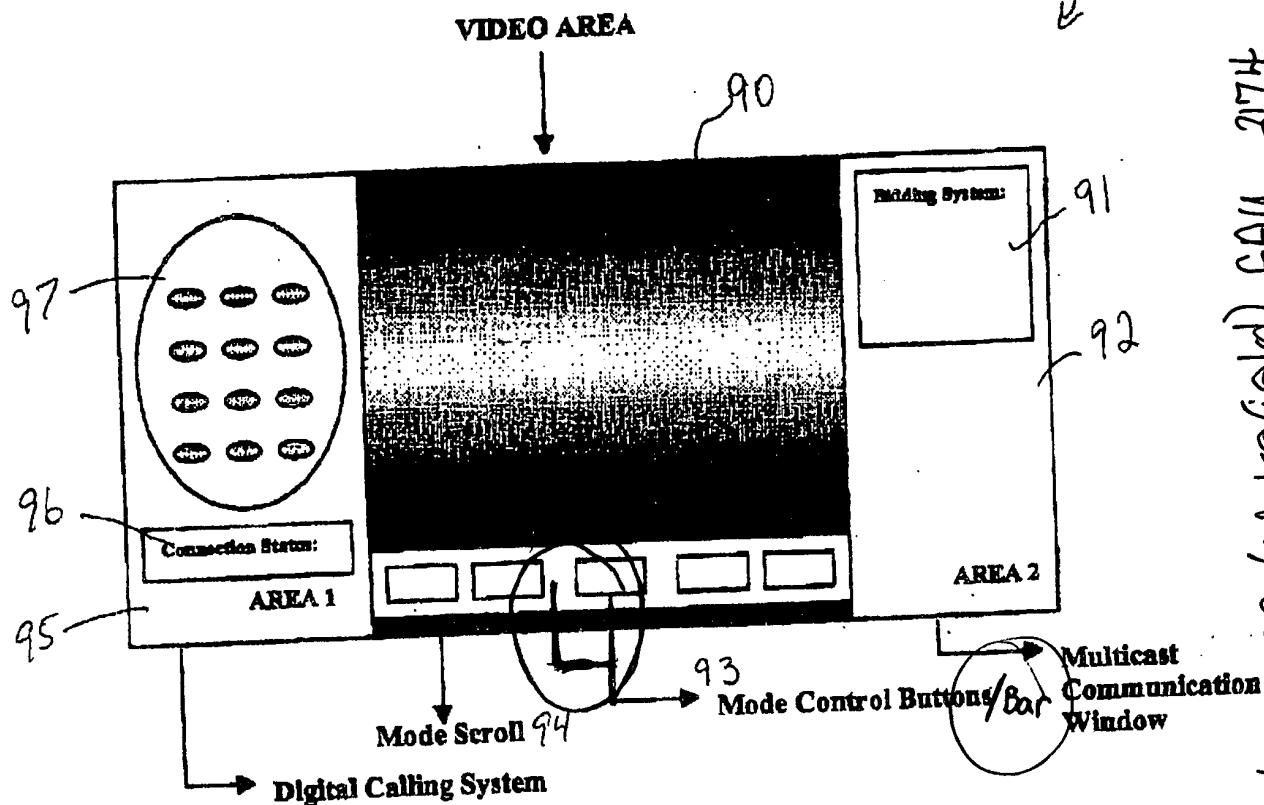
11 OF 49

AppN: 09/877,729 (Wakefield) GAU 2174

Fig. 1A

CLICKVideoShop™

THE NEXT GENERATION INTERACTIVE SOFTWARE



NOTE:

- NOTE:**
- AREA 1 and AREA 2 are multicast windows that are controlled by the mode control bar. The windows only appear when the video is placed in a particular mode (ex: BID, COOLeCall . . .etc.).
 - The shape of the Video Area, Multicast windows, and general layout of the entertainment area are subject to design change. It should be understood that the invention is not limited to the disclosed embodiment, but on the contrary is intended to cover various modifications and equivalent arrangements included within the spirit and scope of the appended claims.

April 11, 2000

COOLTVNetwork.com
17731 N.W. 14th CT
Miami, Florida 33169

INVENTION SUMMARY

With The Internet Generation on the rise, and the explosion of the bandwidth bottleneck in a microwave society, it will be essential for the entertainment industry to add breadth and width to tomorrow's entertainment venues. In this "New Wave" where digital information superhighways are paved directly into consumers homes, offices, and everyday lives, it becomes crucial to map an entertainment network that gives control to the consumer by adding interactivity to the scope of "The Old Way of Doing Things." COOLTVNetwork.com has pushed the envelope in this arena to become the first entertainment network to provide CLICKVideoShopping™ and the Internet's first CLICKVideoBay™.

What we propose, is a new method of doing business across networks (Intranets & Internets) which will be founded on the concept of using the location of digital symbols, and objects as hyperlinks in an audio/video source in collaboration with a mode control bar, and multicast windows to perpetuate business to business, business to consumer, and consumer to consumer markets.

The invention uses an audio/video source as a conduit to provide on demand access to secondary and related information. It is designed so it can be experienced on any computing platform. The invention uses a control bar in conjunction with "hot spots" or regions in the video playback area delineated by outlines, shading, or illumination as visual cues to alert the user that clicking (initiating) within the "hot spot" gives them access to additional information or functionalities. Hyperlinks are not embedded in the audio/video data, like they are in text and picture data. To do so would require re-editing the audio/video data to superimpose the various "hot spots" onto the desired locations. The invention allows the video file to contain as many "hot spot" definitions as deemed necessary. The information to define a "hot spot" which includes its location (x, y coordinates) within the video playback area, the additional information it references, its begin and end activation time, and added functionalities are specified in a data file which is loaded when the audio/video data is loaded, and controlled by a mode control bar. When the video reaches the end the data file also specifies whether or not playback of the video should start again at the beginning, load another video file, or open a functional window.

AppN : 09/877,729 (WAKEFIELD) GAU 2174 13 OF 49

The type, delivery, and action of the additional information, and functionalities are user-controlled by a mode control bar displayed as an attachment to the video playback area. Initiating the options (buttons) in the control bar can be accomplished with a computer pointing device like a "mouse," a touchscreen, a remote control, or a light pen . . . etc and determines what action is taken and what mode the video file is placed in. The invention can support an indefinite number of modes.

For example:

1. **CLICKVideoShop™** ---where initiating a "hot spot" pauses the primary video source momentarily and adds the item to the user's digital shopping cart.
2. **Entertain** ---where initiating a "hot spot" pauses the primary video source and opens another related video file in a window attached to the original video area.
3. **Link** ---where initiating a "hot spot" opens another webpage or address in a window attached to the original video area.
4. **Bid** ---where initiating a "hot spot" opens and activates a multicast communication window, which is attached to the original video area, and starts a bidding or communication process.
5. **COOLeCall** ---where initiating a "hot spot" opens and activates a dialpad/calling system which is attached to the original video area.

The invention is designed so that the mode control bar is expandable to handle an unlimited number of functional modes. A "hot spot" is defined to support at least one of these modes, and can support more than one mode at a time if desired. The invention brings interactivity to various entertainment sources showcased on television, in movies, or in multimedia presentations; like commercials, sports, music, cartoons, movies, and educational tools. The invention delivers a unique platform and methodology for communication and interactivity via network systems. It will facilitate digital communication in various markets (Online Auctions/Hubs, teleconferencing, and digital phone calls) through the location of digital symbols/objects used as hyperlinks ("hot spots") in an audio/video source in collaboration with a mode control bar, and multicast windows.

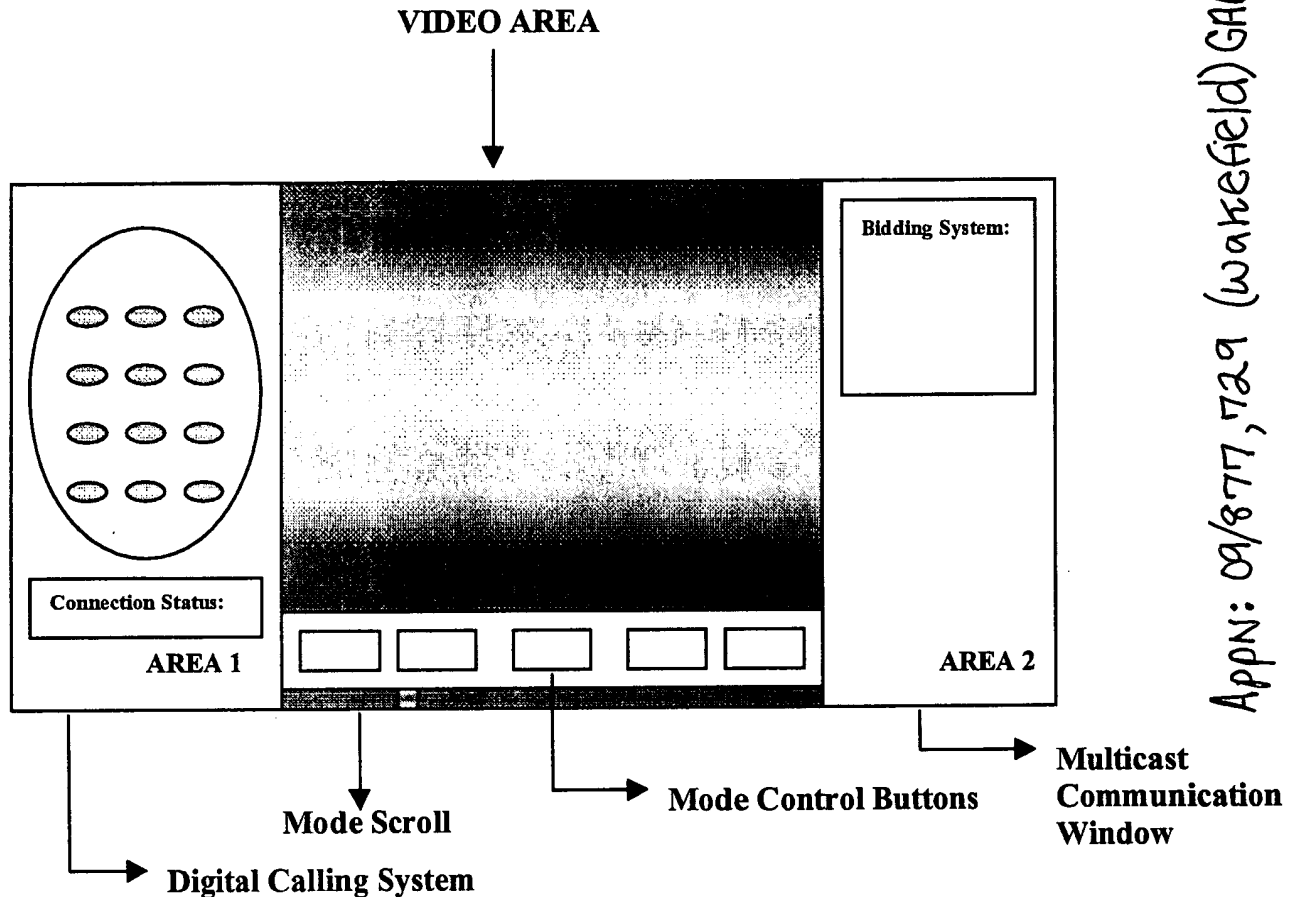
It is to be understood that the invention is not to be limited to the disclosed embodiment, but on the contrary, is intended to cover various modifications and equivalent arrangements included within the spirit and scope of the appended claims.

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Appn: 09/877,729 (Wakefield) GAU 2174

CLICKVideoShop™

THE NEXT GENERATION INTERACTIVE SOFTWARE



NOTE:

- AREA 1 and AREA 2 are multicast windows that are controlled by the mode control bar. The windows only appear when the video is placed in a particular mode (ex: BID, COOLeCall . . .etc.).
- The shape of the Video Area, Multicast windows, and general layout of the entertainment area are subject to design change. It should be understood that the invention is not limited to the disclosed embodiment, but on the contrary is intended to cover various modifications and equivalent arrangements included within the spirit and scope of the appended claims.

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 *** ACTIVITY REPORT ***

ACTY#	MODE	CONNECTION TEL	CONNECTION ID	START TIME	USAGE T.	PAGES	RESULT
*8397	TX	ECM	2370	04/06 14:08	06'12	1	OK
*8398	TX	ECM	2580	04/06 17:02	00'39	1	OK
*8405	TX	ECM	919094655598	04/06 18:30	01'34	1	OK
*8409	TX	ECM	93058242820	04/07 06:59	02'29	4	OK
*8410	TX	ECM	6990	04/07 07:52	01'35	3	OK
*8411	TX		93058854403	04/07 08:17	00'00	0	NG
						0	STOP
*8412	TX	ECM	93058854703	04/07 08:18	01'19	2	OK
*8413	TX	ECM	916038901088	04/07 11:03	06'09	15	OK
*8414	TX		13144693608	04/07 11:17	00'00	0	NG
						0	STOP
*8415	TX		13144693608	04/07 11:24	00'00	0	NG
						0	STOP
*8416	TX	ECM	93052310805	04/07 13:42	00'57	2	OK
*8417	TX	ECM	913144693608	04/07 15:00	03'14	5	OK
*8419	TX		8620	04/07 15:23	00'00	0	NG
						0	STOP
*8421	TX	ECM	8620	04/07 15:25	01'17	2	OK
*8422	TX	ECM	93058854703	04/07 15:27	00'46	1	OK
*8424	TX	ECM	93052658529	04/07 15:34	02'58	4	OK
*8425	TX	ECM	914078889387	04/07 17:33	00'29	1	OK
*8426	TX	ECM	917812711133	04/07 17:58	10'25	11	OK
*8427	TX	ECM	93058716610	04/08 11:50	01'00	2	OK
*8428	TX	ECM	93058716610	04/09 09:07	00'59	2	OK
*8429	TX	ECM	2130	04/09 10:52	01'51	3	OK
*8430	TX	ECM	913142916630	04/10 07:37	11'11	11	OK
*8431	TX		93052310805	04/10 10:18	00'00	0	NG
						0	STOP
*8433	TX	ECM	93052310805	04/10 10:22	00'33	1	OK
*8434	TX	ECM	916106911785	04/10 11:14	00'50	1	NG
						1	STOP
*8435	TX	ECM	916106911785	04/10 11:16	02'22	5	OK
*8437	TX	G3	93058202433	04/10 12:25	04'00	5	OK
*8438	TX	ECM	913144693608	04/10 13:02	03'24	8	OK
*8439	TX	ECM	919084123086	04/10 13:07	03'29	7	OK
*8440	TX	ECM	917818712980	04/10 14:46	01'26	2	OK
*8441	TX	ECM	919544329826	04/10 17:23	01'33	3	OK
*8443	TX	G3	919547302365	04/10 17:44	01'16	2	OK
*8444	TX	G3	901181333126774	04/10 19:38	02'33	2	OK
*8447	TX	ECM	93053258089	04/11 07:34	00'37	1	OK
*8449	TX	ECM	916106911785	04/11 08:14	02'30	5	OK
*8451	TX	ECM	93054470405	04/11 09:10	06'53	8	OK
8452	TX	ECM	93056673365	04/11 10:30	01'02	2	OK
8453	TX	ECM	913142916630	04/11 10:59	02'04	3	OK
8454	TX	ECM	919547857749	04/11 11:11	01'47	3	OK
8455	TX	G3	913142916630	04/11 11:18	03'56	4	OK

ALLIED SPECTAGUA

Appn: 09/877,729 (WAKEFIELD) GAU 2174 16 OF 49

FACSIMILE COVER SHEET

Date: 5.11.00

To: David Lhota

Company: Bowen Lhota & Firtell, P.A.

Fax Number: 954. 785. 7749

From: FRANZ A. Wakefield (COOLTVNetwork.com)

Phone Number: (305) 512-6550

Fax Number: (305) 512-6520

Pages Including Cover Sheet: 3

Confirmed
by Paula
@ 1:25 P.M.
5/11/00 verbally.

MESSAGE:

Thank You.

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FACSIMILE

DATE: June 1, 2000
TO: A.
Franz Wakefield
ATTN:
FAX: 305-512-6480
FROM: David P. Lhota
RE: Provisional Patent Application
NOTE:

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Does 93 refer to
Buttons or Bar,
because diagram:
93 = Buttons

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—United States Constitution, Article I, Section 8

P: 1/1/12

T: 13055126480

JUN-1-2000 01:32P FROM:

METHOD AND SYSTEM FOR CREATING, USING

AND ADAPTING WEBSITE HOT SPOTS & hyperlinks

CROSS REFERENCE TO RELATED APPLICATIONS

N/A

STATEMENT REGARDING FEDERALLY SPONSORED
RESEARCH OR DEVELOPMENT

N/A

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BACKGROUND OF THE INVENTION

1. Field of the Invention

This invention relates generally to website hot spots, and more particularly, to a program or software based tool for creating, using, modifying and/or adapting hot spots in web applications that run over the Internet.

2. Description of the Background Art → What Already Exists

Interactive digital media and the use of hyper-linking tools to visit a designated location or perform a pre-defined function, such as hot spots, are generally known in the art. For instance, hyper-linking tools have been developed for making text and graphics available for interactive use, such as linking to pages within a website, or to other websites, making purchases or initiating other actions. A link is typically made using text, icons, images or other objects appearing in a display to access another text file, program or media function. When a user clicks a mouse over a corresponding hot spot. This causes an interactive media program to pull up another file or perform a function corresponding to the object(s) stored in the hot spot. Based on current technology, hot

~~be directed to a file~~

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spots and hyper links are limited to preordained functions and are internally static, such that they ~~can not be programmed or modified to perform a wide variety of functions.~~ In addition, hot spots have not been widely adapted or incorporated into video files. As the applications employed and required on the Internet ~~have expanded and vary across the~~ ^{because of increased} Internet, ^{the end user will have effectively and efficiently} the ability to control and change the response of hot spots and hyperlinks on a website, ^{Multi-functional} would be well received, especially in connection with video.

As noted, the use of hyperlinks and hotspots are known in the art, however current applications are static and do not address the problems noted above. For instance, U.S. Patent No. 5,918,012 discloses the hyperlinking of time-based data files and embedding movies into other file types. It does not disclose the use of hot spots, as contemplated by the instant invention, and does not load the data file at startup but rather consults it on every click. U.S. Patent No. 5,708,845 discloses a system for mapping hot spots in media content for interactive digital media program. This patent discloses data files being separate from the video and linking to additional types of data. However, it fails to disclose the ability to change the type of information ^{each} hot spot links to, or having a hot spot that links to multiple databases or sites. U.S. Patent No. 5,539,871 discloses a method and system for accessing associated data sets in a multimedia environment in a data processing system, associating data with elements in a multimedia presentation. ^{a user may elect to have the associated data set} Using graphical cues ~~to indicate a hyperlink.~~ U.S. Patent No. 5,970,504 discloses a moving image anchoring and hypermedia apparatus which estimates the movement of an anchor based on the movement of the object with which the anchor is associated and time intervals in which the hyperlink is active.

The foregoing prior art fails to disclose hyperlink and hot spot technology that is flexible, adaptable for use in videos, platform independent, multi-tasked, and changeable and adaptable in functionality. Hyperlink and hot spot technology having these specifications would be well received. Consequently, there exist a need for programmable hyperlinks and ^{Multi-functional} hot spots.

BRIEF DESCRIPTION OF THE DRAWINGS

Figs. 1A-1C illustrate the system logic flow diagram of the preferred embodiment of the instant invention.

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bandwidth,
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presented by selecting the additional graphic element associated with the animated element.

have not

the 5

check validity

Fig. 2 is an illustrative view of a representative screen display in accordance with the instant invention.

DETAILED DESCRIPTION OF THE INVENTION

With reference to the drawings, Figs. 1A-C to 2 disclose the preferred embodiment of the instant which is generally referenced by numeric character 10. The instant invention 10 comprises an interactive software based system and device having processor readable code stored on a tangible medium that can add, use, change, adapt and process hot spots, such as hyperlinks, in video files and other types of files as well. The instant invention 10 adds hot spots to video and provides a means for using and modifying the function of the hot spots. Thus, the hot spots may be programmed with multiple objects ^{to have multiple functions and} that may be activated or deactivated through a menu bar or control buttons 93 that are provided in accordance with the invention. The software of the invention hot spots and corresponding objects are platform independent and may be defined in one or more databases. The hot spots may be programmed with objects ^{to be able} performing various functions while a user is residing in a video or other website location such as making a bid in a bidding or auction system 91 (as shown in Fig. 2), linking to another web page or URL address, linking to other videos, placing a digital telephone call (as shown in Fig. 2), or transmitting or accessing other types of communications and information. The invention 10 uses the video stream in a way that the objects within the video are accessible and can be defined as working or idle hot spots.

The invention incorporates HTML language or comparable languages for loading documents through a web browser. The HTML document loaded by the web browser contains tags that specify, among other things:

downloadable custom plug-IN (S) that implements an algorithm, and/or

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(wakefield) GAK 2174

AppN: 09/877, 729

1. The path to a Java applet containing the object code necessary to execute the claims specified in the patent;

2. The path to the video file that the applet will play; and/or

3. The path to a data file that contains variables used to create objects that contain the information needed to represent areas on the screen, called "hot spots", in software.

The data file contains tags that can specify various functions, such as:

1. Whether the movie or video should only play once or continue to loop;

2. The URL of the web page to open when the object is clicked;

3. A signature that uniquely identifies an item so that it can be added to a shopping cart when the object is clicked;

4. The URL of a movie to play when the object is clicked;

5. A signature that uniquely identifies an auctioned item such that a bid for it can be entered into a multicast bidding system when clicked; and/or

6. A signature that uniquely identifies an item on the screen that once initiated a communication system/digital calling system is activated.

The instant invention requires at least one tag in the data file, and at least one of the above noted steps, (2)-(6), should be specified for defining the "hot spot's" functionality (defined through the mode control bar 93). In accordance with the

teachings of the instant invention, a "hot spot" can be programmed with more than one definition or functionality, and the mode control bar can be expanded to an indefinite number of mode control buttons.

The logic and operation of the invention is shown in Fig. 1. With reference to Fig. 1, a user powers up the computer, launches a web browser and loads an HTML

use

in the video with a hot spot definition

as

in the video

as in the video

as in the video

or buttons

plugin = object that implements algorithm
downloadable plug-in that implements an algorithm and/or
Java & virtual mach
OS
Program Language
compiled code source → obj

FI 905

document containing tags that pass parameters to a Java applet (12-18). The applet reads the data file, creates and initializes custom defined objects in accordance with the data file and registers areas on the screen (i.e. hot spots) using a geometric region obtained from the custom defined objects (20-24). The applet loads the movie and draws a menu bar 93 at the top, bottom or other location in or near the video area 90 where the movie is displayed and plays the movie (26-28). The applet ^{gives a visual cue (highlights, illumination, shading)} ~~highlights~~ all hot spots for a particular time interval ^{necessarily not all @ the same time.} approximately ten (10) seconds (30), which ~~can~~ occurs while the movie is playing. The software of the invention 10 continually monitors whether the screen cursor is over a hot spot (32). If the cursor is detected as not being over a hot spot, then the invention 10 determines whether a control bar action has been activated (56). If the cursor is detected as being over a hot spot, then it checks whether the current time position of the movie playback is within the range specified by the custom defined object (34). If the answer is no, then the program 10 determines whether a control bar action has been activated (56). If the time position is within the specified range, then the applet ^{gives a visual cue ("} ~~highlights~~ the area specified by the hot spot object (36). Next, the program of the invention determines whether the user has "clicked" the hot spot. If no, then the program 10 goes on to determine whether a control bar action has been activated (56). If the user activates the hot spot (i.e. clicks it), then the program 10 determines the mode of the applet (40-52), as shown in Fig. 1B. If in the shop mode, the applet adds the items specified by the custom defined object to the user's shopping cart (40-42). If the applet is in the entertain mode, then it opens another browser window, playing the movie located at the URL address obtained from the custom defined object in the corresponding hot spot (44-46). If the applet is in the bid mode, then it enters a bid into the bidding system for the item ~~and it~~ ~~in this mode, then the applet opens a browser window using the URL obtained from the custom defined object.~~

}

cue ("

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Appn: 09/877,729 (WAKEFIELD) CAUS-2174

~~system~~ specified by the custom defined object (48-50). If the applet is in the link mode, then it opens a browser window using the URL obtained from the custom defined object ~~in the hot spot~~ (52-54). After determining the applet mode or lack thereof, the program 10 determines whether the user clicked ^{or selected} in the control ~~bar~~ ^{mode buttons/bar} 93.

5 Regardless of how the user or program 10 gets to the decision block for determining whether the user has clicked in the control bar, the program 10 proceeds with said inquiry and several other inquiries depending on the responses. For instance, if the program determines that the user has not clicked in the control bar (56), then it determines whether the movie has reached the end (74). If no, the program 10 loops back
10 to determine whether the cursor is over a hot spot (32). If the movie is determined to have reached the end, then the program 10 checks the data file to see if the movie should continue looping (76). If yes, then the program 10 loops back and continues playing the movie (28). If no, then the program stops (78). If the program has determined that the user has in fact clicked in the control bar (56), then it checks to see whether the user has
15 selected the shop mode, entertain option, bid option or link option from the control bar (58-72). After the mode or option has been determined, the program checks to see if the movie has reached the end, as described above (74-76).

The instant invention has been shown and described herein in what is considered to be the most practical and preferred embodiment. It is recognized, however, that
20 departures may be made therefrom within the scope of the invention and that obvious structural and/or functional modifications will occur to a person skilled in the art.

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NOTE: That a ~~custom~~ ^{downloadable} custom plug-in may be used ^{to implement an algorithm} instead of a Java Applet, but would follow the same process.

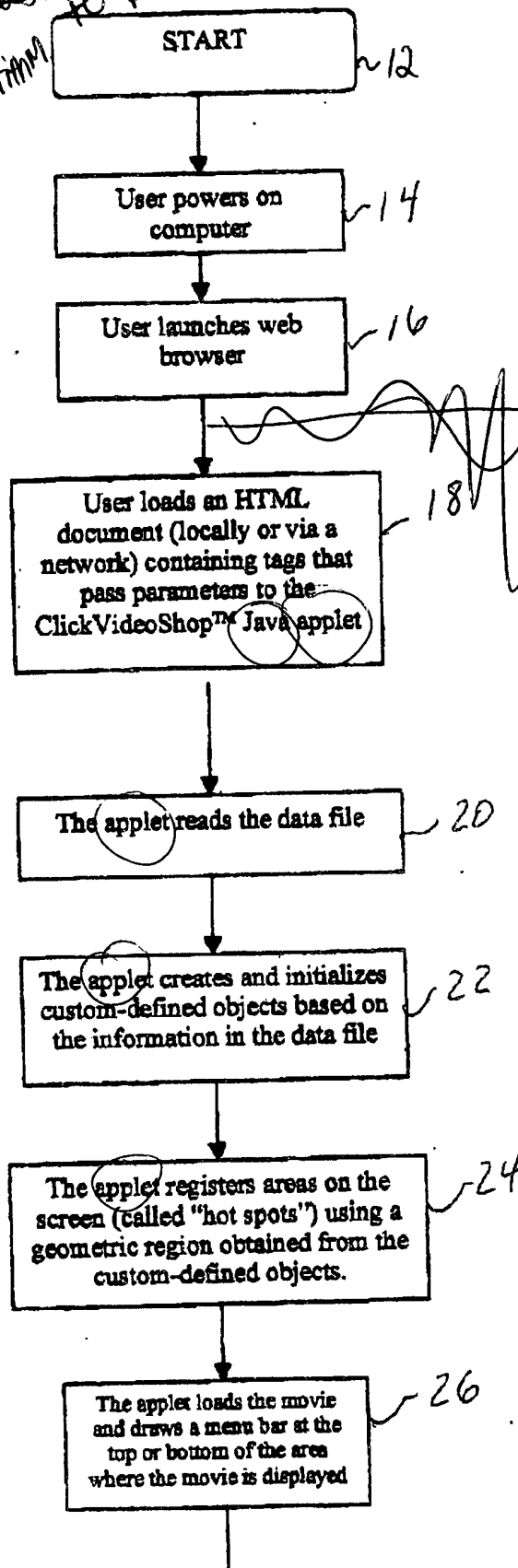


FIG. 1A

Appn: 09/877,729 (Wakefield) CAU 2174 25 OF 49

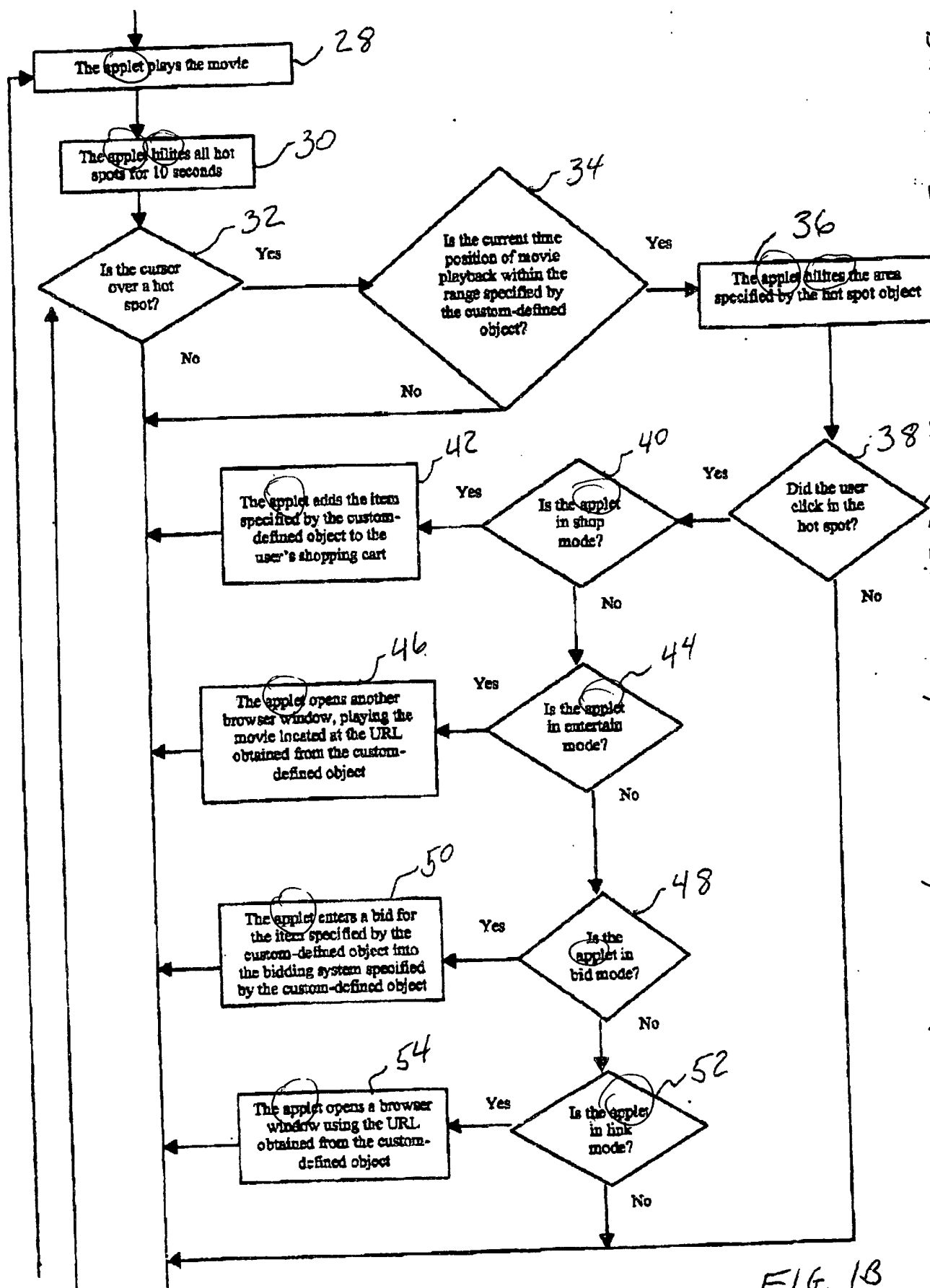
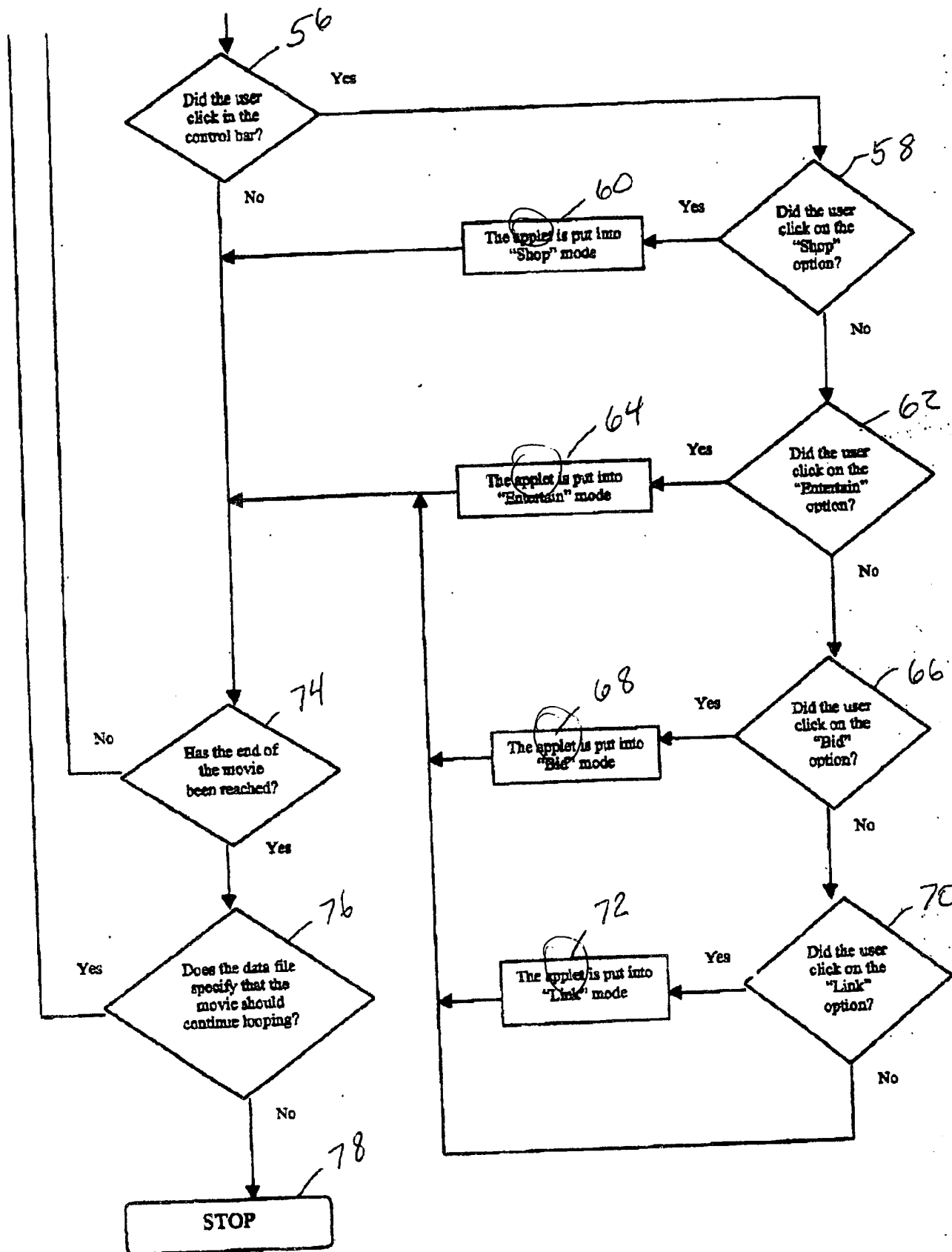


FIG. 1B

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Appn: 09/877,729 (WAKEFIELD) GAU 2174



AppN: 09/877,729 (WAKEFIELD) GAU 2174 27 OF 49

FIG. 1C

FACSIMILE COVER SHEET

To: Mr. David P. Lhota Date: 6.7.00
Company: Bowen & Lhota P.A. Fax Number: 954.785.7749

From: FRANZ A. Wakefield Phone Number: 305.512.6489
Pages Including Cover Sheet: 15 Fax Number: 305.512.6480

MESSAGE:

David,

It looks good. File it away!

Thank You for the good work. I will put the \$175 check in the mail along with the original small entity status form. Please let me know when you have filed it.

Thanks FRANZ.

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954-785-7749

FACSIMILE

DATE: June 6, 2000
TO: Franz A. Wakefield
ATTN:
FAX: 305-512-6480
FROM: David P. Lhota
RE: Provisional Patent Application
NOTE:

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—United States Constitution, Article I, Section 8

Appn: 09/877,729 (Wakefield) GAU 2174 29 OF 49

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David P. Lhota, Esq.

June 6, 2000

CONFIDENTIAL

VIA FACSIMILE

Franz Wakefield
2777 SW Archer Road
Apt. 55218
Gainesville, FL 32608

=>

17731 N.W. 14th CT
MIAMI, FL. 33169

Re: Provisional Patent Application -
**METHOD AND SYSTEM FOR CREATING, USING AND ADAPTING WEBSITE
HOT SPOTS**

Dear Mr. Wakefield:

Please find enclosed the revised draft of your provisional patent application noted above, including the specification and drawings. Please review the enclosed and provide me with any final additions, deletions and/or corrections directly thereon.

I have also enclosed the Small Entity Claim form for paying reduced fees. Please execute and return with a check for \$75.00 made payable to the Assistant Commissioner of Patents for the provisional filing fee.

Please contact me should you have any questions regarding the disclosure.

Best regards,

BOWEN & LHOTA, P.A.



David P. Lhota
DPL:pfl
Encl.

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-United States Constitution, Article I, Section 8

Appn: 09/877,729 (WAKEFIELD) GAU 2174 30 OF 49

METHOD AND SYSTEM FOR CREATING, USING
AND ADAPTING WEBSITE HOT SPOTS

CROSS REFERENCE TO RELATED APPLICATIONS

N/A

STATEMENT REGARDING FEDERALLY SPONSORED
RESEARCH OR DEVELOPMENT

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BACKGROUND OF THE INVENTION

1. Field of the Invention

This invention relates generally to website hot spots, and more particularly, to a program or software based tool for creating, using, modifying and/or adapting hot spots in web applications that run over the Internet.

2. Description of the Background Art

Interactive digital media and the use of hyper-linking tools to visit a designated location or perform a pre-defined function, such as hot spots, are generally known in the art. For instance, hyper-linking tools have been developed for making text and graphics available for interactive use, such as linking to pages within a website or to other websites, making purchases or initiating other actions. A link is typically made using text, icons, images or other objects appearing in a display to access another text file, program or media function. Based on current technology, hot spots and hyper links are limited to preordained functions and are internally static, such that they have not been programmed or modified to perform a wide variety of functions. In addition, hot spots

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GAU 2174

(WAKEFIELD)

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have not been widely adapted or incorporated into video files. As the applications employed on the Internet fail to adequately address the foregoing issues, the instant invention gives the end user the ability to effectively and efficiently control and change the response of multi-functional hot spots and hyperlinks on a website. Consequently,
5 this invention would be well received, especially in connection with video.

As noted, the use of hyperlinks and hotspots are known in the art, however current applications are static and do not address the problems noted above. For instance, U.S. Patent No. 5,918,012 discloses the hyperlinking of time-based data files and embedding movies into other file types. It does not disclose the use of hot spots, as contemplated by
10 the instant invention, and does not load the data file at startup but rather consults it on every click. U.S. Patent No. 5,708,845 discloses a system for mapping hot spots in media content for interactive digital media program. This patent discloses data files being separate from the video and linking to additional types of data. However, it fails to disclose the ability to change the type of information each hot spot links to, or having a
15 hot spot that links to multiple databases or sites. U.S. Patent No. 5,539,871 discloses a method and system for accessing associated data sets in a multimedia environment in a data processing system and associating data with elements in a multimedia presentation. The user may elect to have the associated data set presented by selecting the additional graphic element associated with the animated element. U.S. Patent No. 5,970,504
20 discloses a moving image anchoring and hypermedia apparatus which estimates the movement of an anchor based on the movement of the object with which the anchor is associated and time intervals in which the hyperlink is active.

The foregoing prior art fails to disclose hyperlink and hot spot technology that is flexible, adaptable for use in videos, platform independent, multi-tasked, and changeable
25 and adaptable in functionality. Hyperlink and hot spot technology having these specifications would be well received. Consequently, there exist a need for programmable hyperlinks and multi-functional hot spots.

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BRIEF DESCRIPTION OF THE DRAWINGS

Figs. 1A-1C illustrate the system logic flow diagram of the preferred embodiment of the instant invention.

5 Fig. 2 is an illustrative view of a representative screen display in accordance with the instant invention.

DETAILED DESCRIPTION OF THE INVENTION

With reference to the drawings, Figs. 1A-C to 2 disclose the preferred embodiment of the instant which is generally referenced by numeric character 10. The instant invention 10 comprises an interactive software based system and device having processor readable code stored on a tangible medium that can add, use, change, adapt and process hot spots, such as hyperlinks, in video files and other types of files as well. The instant invention 10 adds hot spots to video and provides a means for using and modifying the function of the hot spots. Thus, the hot spots may be programmed with multiple objects to have multiple functions and may be activated or deactivated through a menu bar or control buttons 93 that are provided in accordance with the invention. The software of the invention, hot spots and corresponding objects are platform independent and may be defined in one or more databases. The hot spots may be programmed with objects to be able to perform various functions while a user is residing in a video or other website location; such as making a bid in a bidding or auction system 91 (as shown in Fig. 2), linking to another web page or URL address, linking to other videos, placing a digital telephone call (as shown in Fig. 2), or transmitting or accessing other types of communications, systems (e-mail, etc.) and information. The invention 10 uses the video

stream in a way that the objects within the video are accessible and can be defined as working or idle hot spots.

The invention incorporates HTML language or comparable languages for loading documents through a web browser. The HTML document loaded by the web browser
5 contains a downloadable custom plug-in(s) that implements an algorithm, and/or tags that specify, among other things:

1. The path to a Java applet containing the object code necessary to execute the claims specified in the patent;

10 2. The path to the video file that the applet will play; and/or

3. The path to a data file that contains variables used to create objects that contain the information needed to represent areas on the screen, called "hot spots", in software.

15 The data file contains tags that can specify various functions, such as:

1. Whether the movie or video should only play once or continue to loop;

2 The URL of the web page to open when an object with a hot spot definition in the video is clicked;

20 3. A signature that uniquely identifies an item so that it can be added to a shopping cart when an object in the video is clicked;

4. The URL of a movie to play when an object in the video is clicked;

5. A signature that uniquely identifies an auctioned item such that a bid for it can be entered into a multicast bidding system when clicked; and/or

25 6. A signature that uniquely identifies an item on the screen that once initiated a communication system/digital calling system is activated.

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The instant invention requires, but is not limited to, at least one tag in the data file, and at least one of the above noted steps, (2)-(6), should be specified for defining the "hot spot's" functionality (defined through the mode control buttons/bar 93). In accordance with the teachings of the instant invention, a "hot spot" can be programmed with more than one definition or functionality, and the mode control bar can be expanded to an indefinite number of mode control buttons.

The logic and operation of the invention is shown in Fig. 1. With reference to Fig. 1, a user powers up the computer, launches a web browser and loads an HTML document containing a downloadable custom plug-in(s) that implements an algorithm and/or tags that pass parameters to a Java applet (12-18). It is important to note that a downloadable custom plug-in(s) may be used to implement an algorithm to perform the same tasks, instead of a Java applet. Consistent therewith, the applet reads the data file, creates and initializes custom defined objects in accordance with the data file and registers areas on the screen (i.e. hot spots) using a geometric region obtained from the custom defined objects (20-24). The applet loads the movie and draws a menu bar 93 at the top, bottom or other location in or near the video area 90 where the movie is displayed and plays the movie (26-28). The applet gives a visual cue (highlights, illumination, or shading) for all hot spots for a particular time interval, such as ten (10) seconds (30), which occurs while the movie is playing, but not necessarily all at the same time. The software of the invention 10 continually monitors whether the screen cursor is over a hot spot (32). If the cursor is detected as not being over a hot spot, then the invention 10 determines whether a control bar action has been activated (56). If the cursor is detected as being over a hot spot, then it checks whether the current time

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position of the movie playback is within the range specified by the custom defined object (34). If the answer is no, then the program 10 determines whether a control bar action has been activated (56). If the time position is within the specified range, then the applet gives a visual cue in the area specified by the hot spot object (36). Next, the program of the invention determines whether the user has "clicked" the hot spot. If no, then the program 10 goes on to determine whether a control bar action has been activated (56). If the user activates the hot spot (i.e. clicks it), then the program 10 determines the mode of the applet (40-52), as shown in Fig. 1B. If in the shop mode, the applet adds the items specified by the custom defined object to the user's shopping cart (40-42). If the applet is in the entertain mode, then it opens another browser window, playing the movie located at the URL address obtained from the custom defined object in the corresponding hot spot (44-46). If the applet is in the bid mode, then it enters a bid into the bidding system for the item specified by the custom defined object (48-50). If the applet is in the link mode, then it opens a browser window using the URL obtained from the custom defined object (52-54). After determining the applet mode or lack thereof, the program 10 determines whether the user clicked or activated the mode or control buttons/bar 93.

Regardless of how the user or program 10 gets to the decision block for determining whether the user has clicked in the control bar, the program 10 proceeds with said inquiry and several other inquiries depending on the responses. For instance, if the program determines that the user has not clicked in the control bar (56), then it determines whether the movie has reached the end (74). If no, the program 10 loops back to determine whether the cursor is over a hot spot (32). If the movie is determined to have reached the end, then the program 10 checks the data file to see if the movie should

continue looping (76). If yes, then the program 10 loops back and continues playing the movie (28). If no, then the program stops (78). If the program has determined that the user has in fact clicked in the control bar (56), then it checks to see whether the user has selected the shop mode, entertain option, bid option or link option from the control bar
5 (58-72). After the mode or option has been determined, the program checks to see if the movie has reached the end, as described above (74-76).

The instant invention has been shown and described herein in what is considered to be the most practical and preferred embodiment. It is recognized, however, that departures may be made therefrom within the scope of the invention and that obvious
10 structural and/or functional modifications will occur to a person skilled in the art.

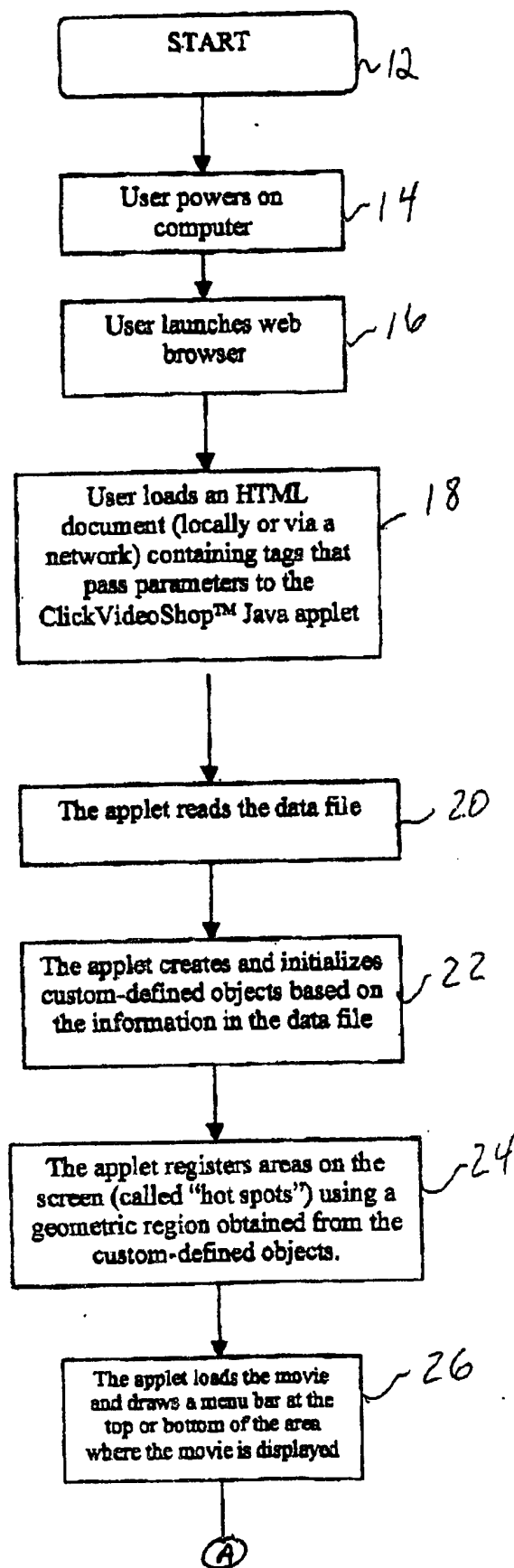


FIG. 1A

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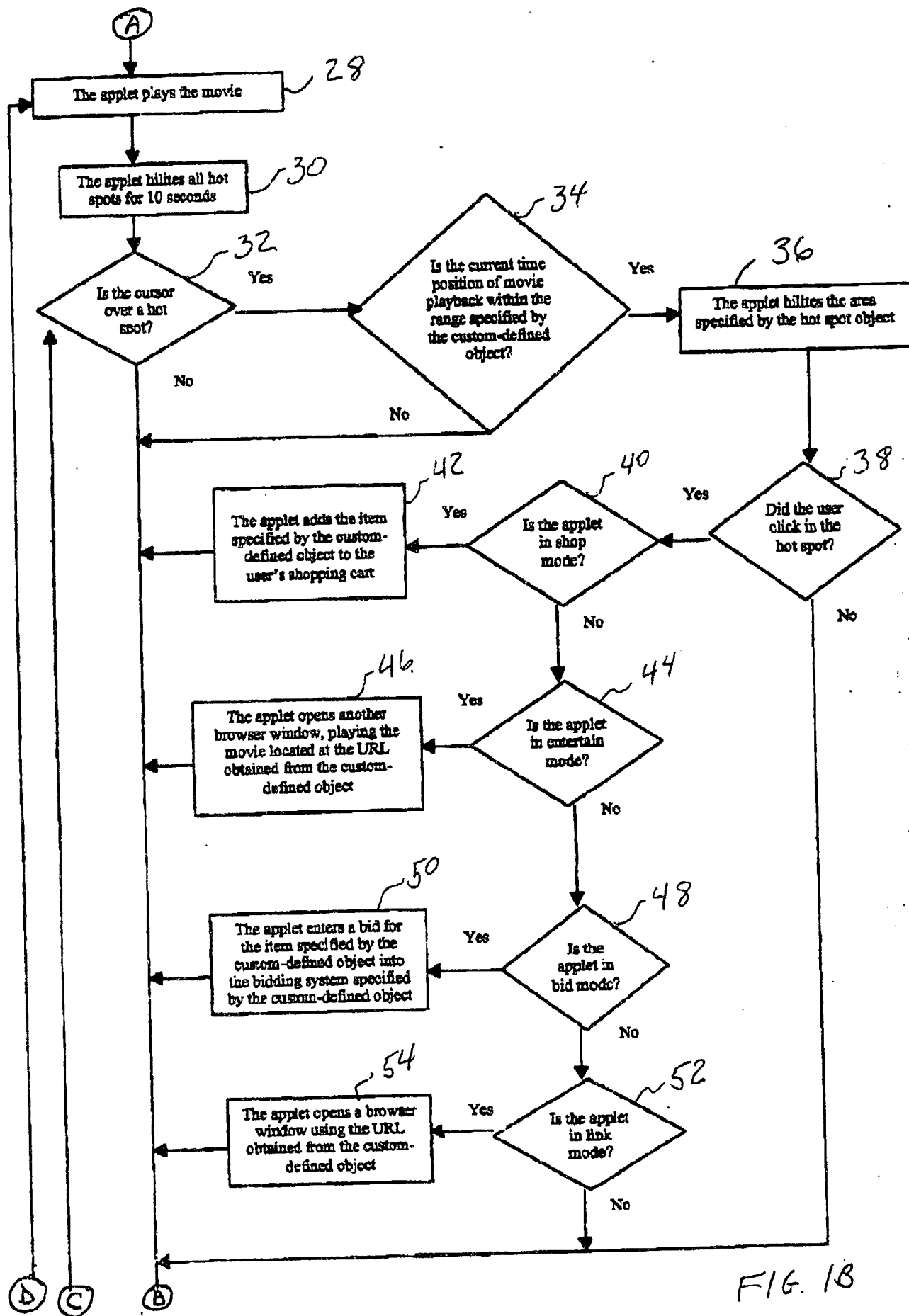


FIG. 1B

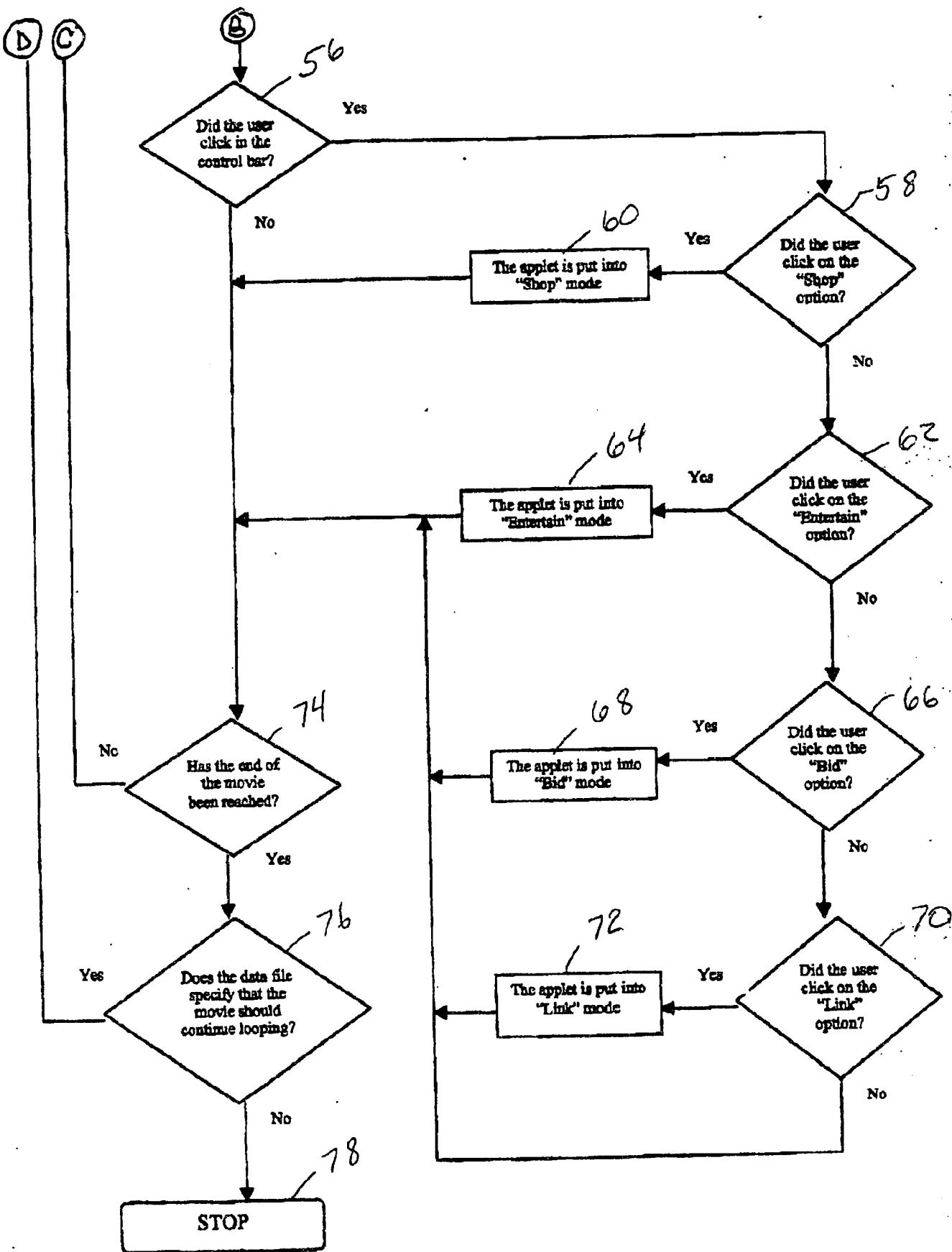


FIG. 1C

Appn: 09/877,729 (WAKEFIELD) GAU 2174 40 OF 49

CLICKVideoShop™

THE NEXT GENERATION INTERACTIVE SOFTWARE

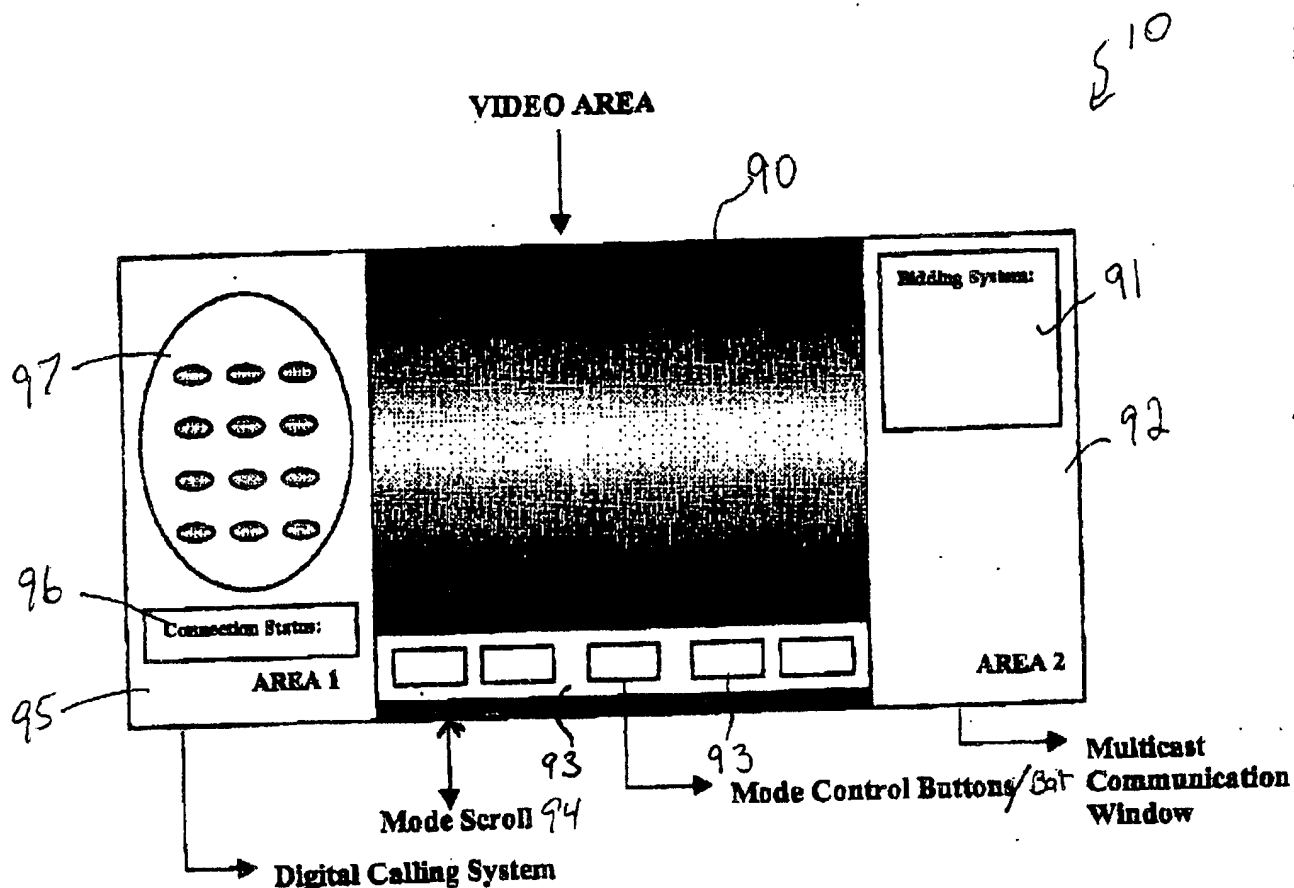


FIG. 2

NOTE:

- AREA 1 and AREA 2 are multicast windows that are controlled by the mode control bar. The windows only appear when the video is placed in a particular mode (ex: BID, COOLeCall . . .etc.).
- The shape of the Video Area, Multicast windows, and general layout of the entertainment area are subject to design change. It should be understood that the invention is not limited to the disclosed embodiment, but on the contrary is intended to cover various modifications and equivalent arrangements included within the spirit and scope of the appended claims.

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Applicant or Patentee: **Wakefield, Franz A.**

Attorney's Docket No.: **1212.L101**

Serial No. or Patent No.: **TBD**

For: **METHOD AND SYSTEM FOR CREATING, USING AND ADAPTING WEBSITE HOT SPOTS**

VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(c) and 1.27(b)) - INDEPENDENT INVENTOR

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under §41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled **METHOD AND SYSTEM FOR CREATING, USING AND ADAPTING WEBSITE HOT SPOTS** described in

- ☒ the specification filed herewith
☐ application serial no., filed
☐ patent no., issued (date)

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention as listed below:

- ☒ no such person, concern, or organization
☐ persons, concerns, or organizations listed below.*

NOTE: Separate Verified Statements are required from each named person, concern, or organization having rights to the invention availing to their status as small entities. (37 CFR 1.27).

FULL NAME:

☒ INDIVIDUAL ☐ SMALL BUSINESS CONCERN ☐ NONPROFIT ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

FRANZ A. WAKEFIELD

 6.7.00
Signature Date

I:\blt\forms\patent forms\small entity claim

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AppN: 09/877,729 (WAKEFIELD) GAU 2174

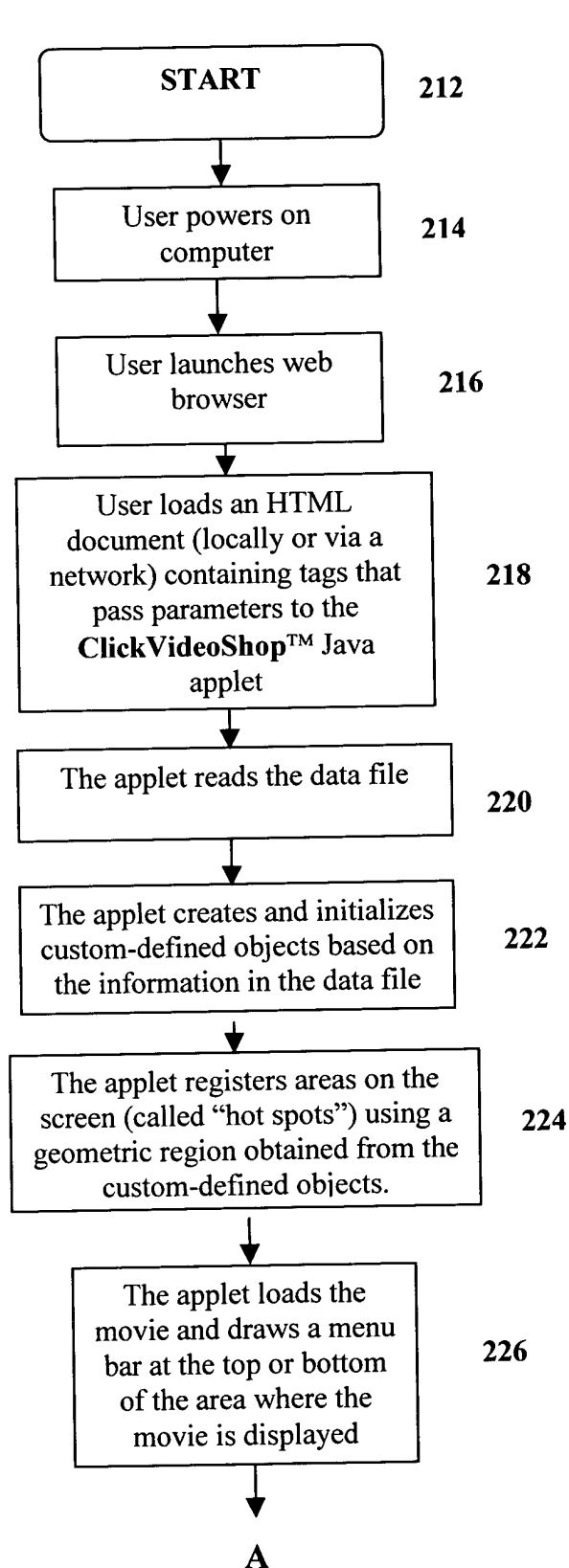
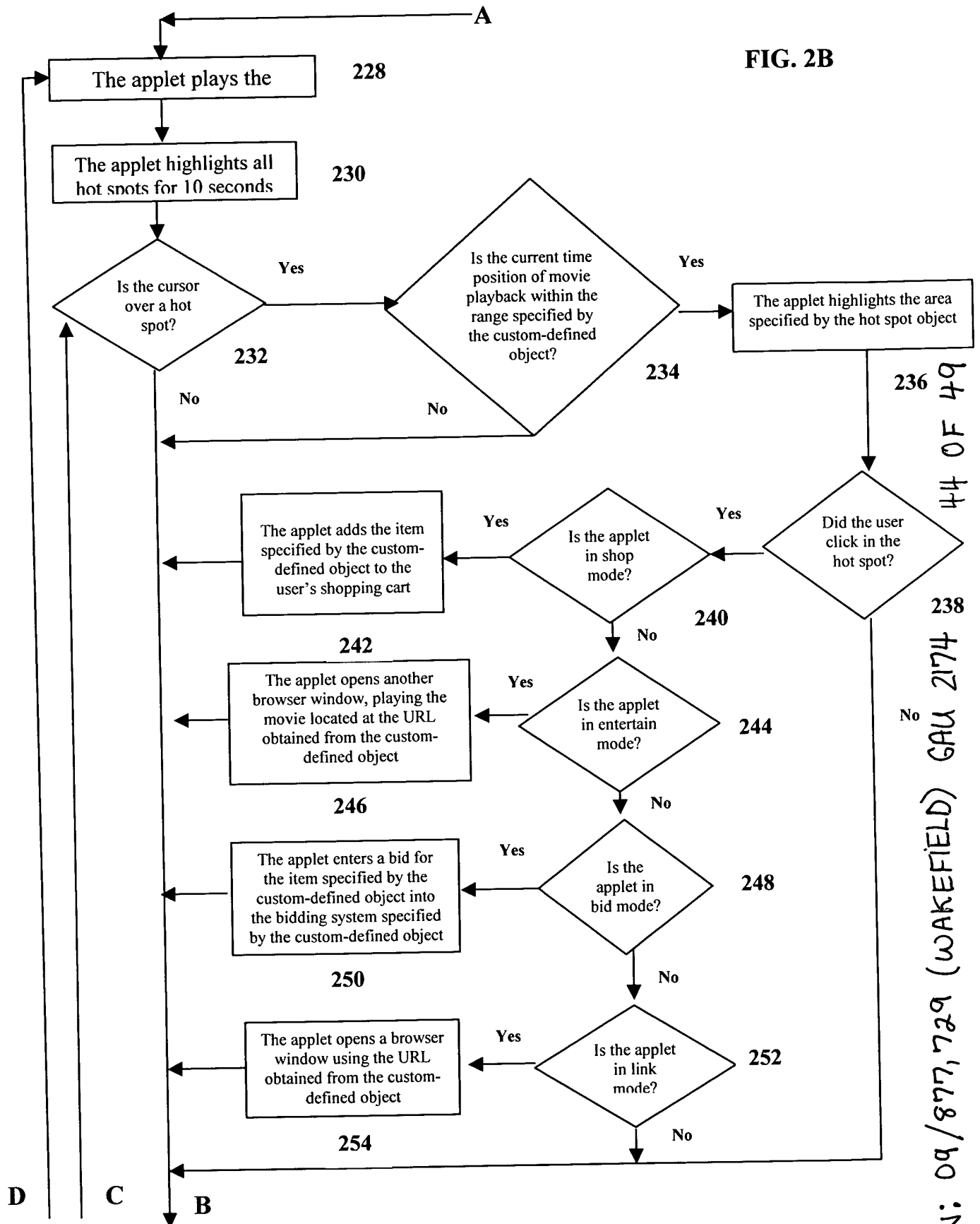
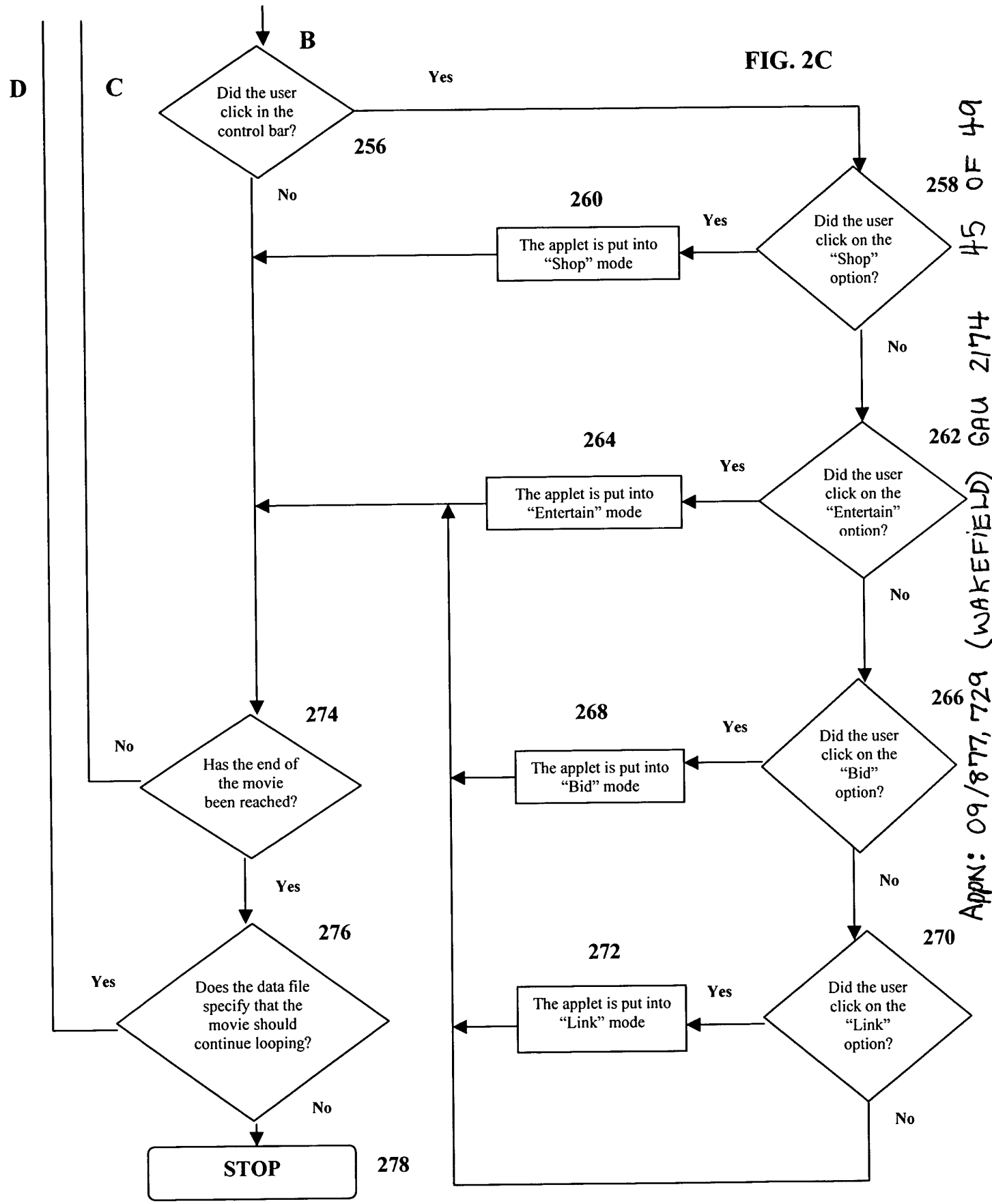


FIG. 2B



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FIG. 2C



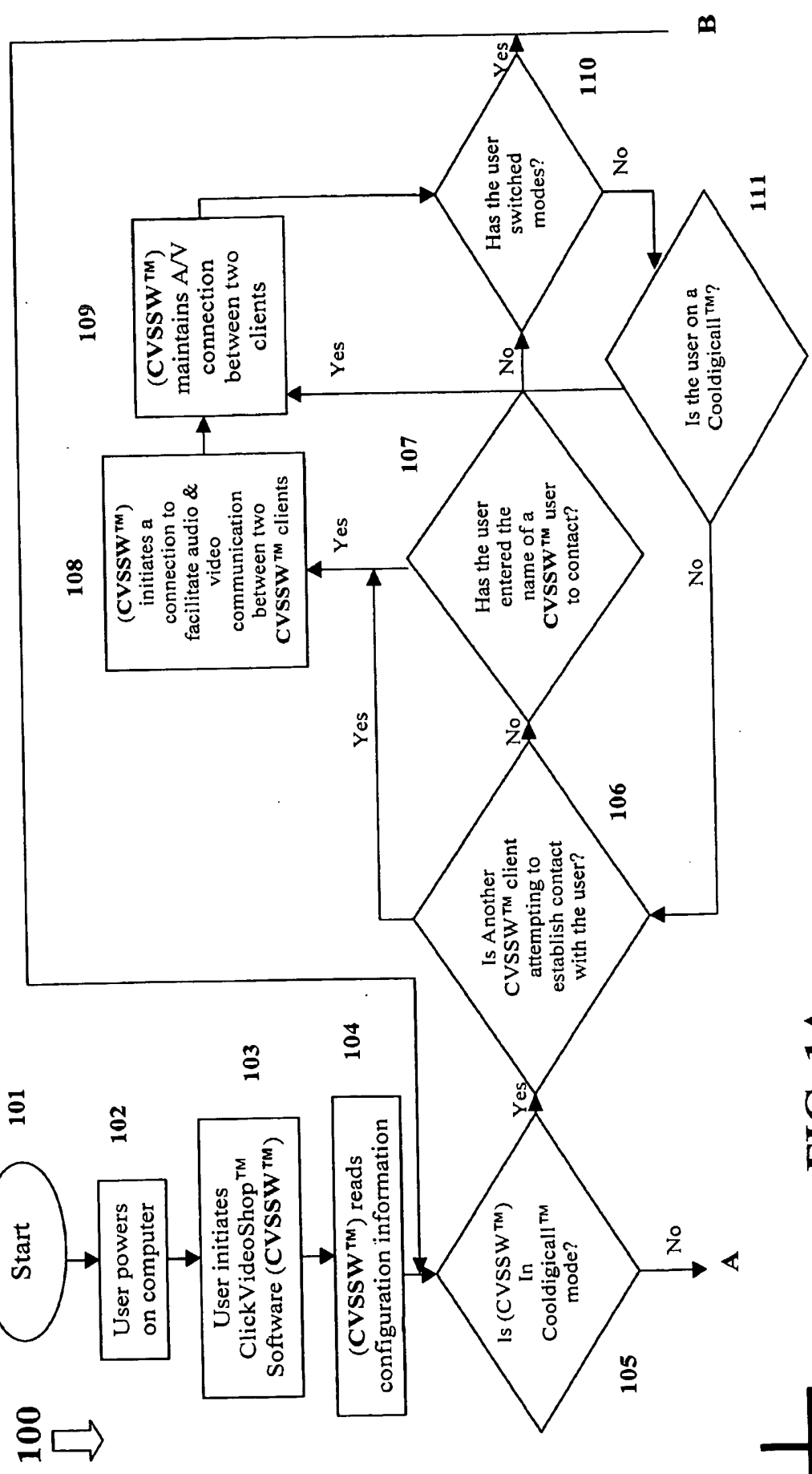


FIG. 1A

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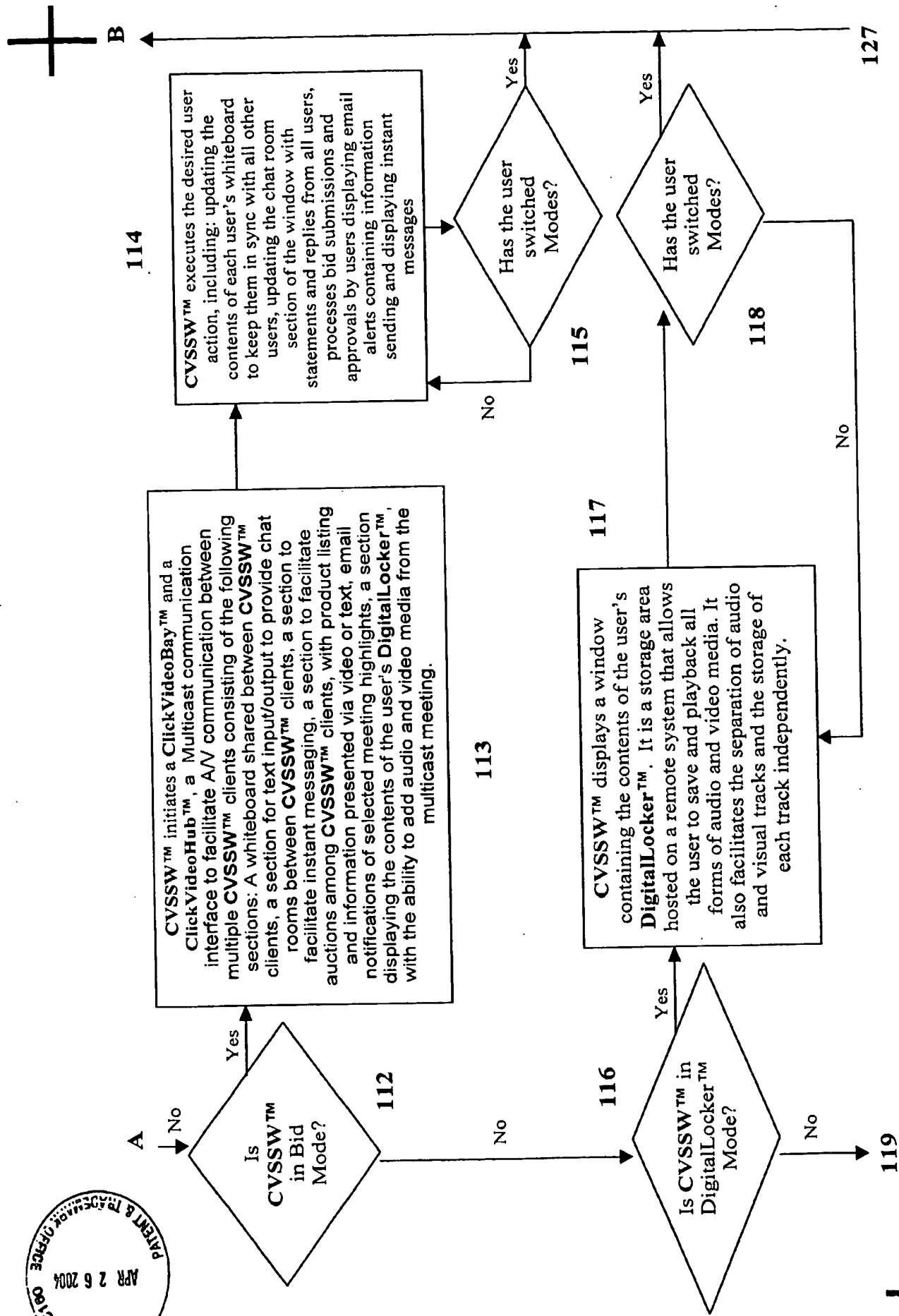


FIG. 1B

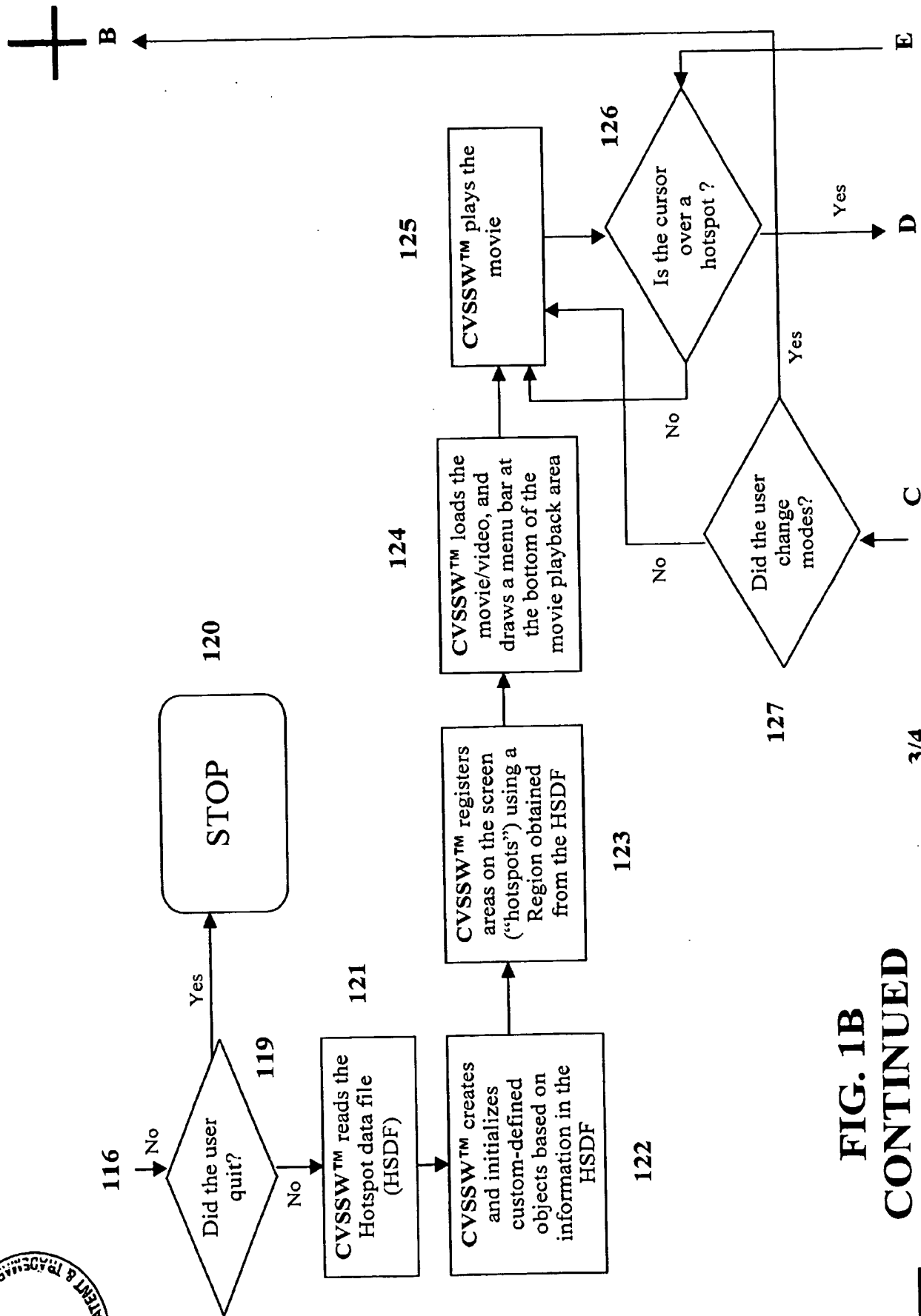


FIG. 1B
CONTINUED

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APR 26 2006
PATENT & TRADEMARK OFFICE

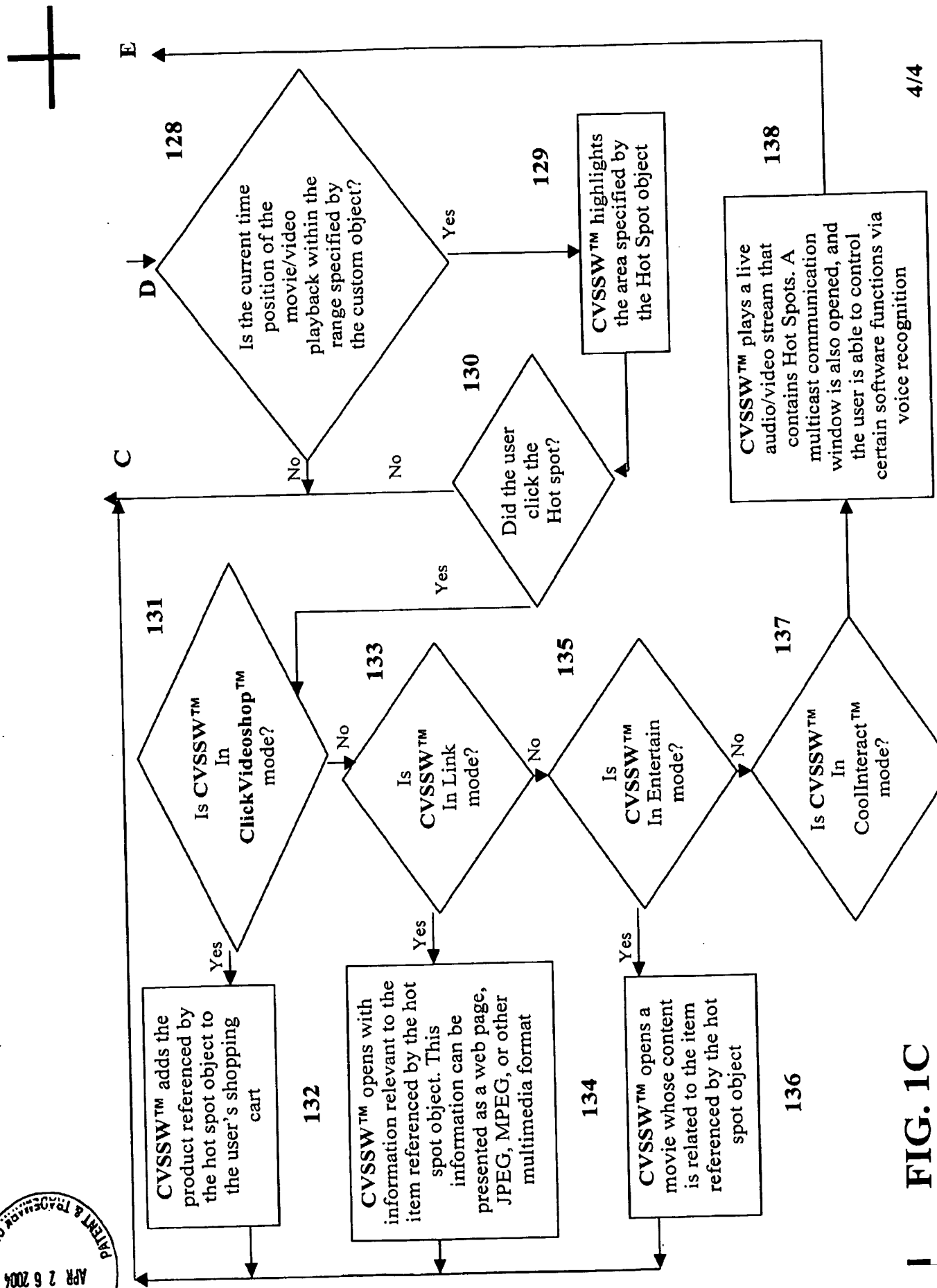


FIG. 1C

CTv Presentation Text

APP18 & REC1

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CVSSW Market Overview:

i. Entertainment

a.) Purchase client products in entertainment video archives.

1. Video Biographies
2. Sports Clips
3. Entertaining Commercials
4. Now-&-Then Entertainment News
5. Video Time Capsules
6. Interactive Games
7. COOL Cartoons
8. COOL MusicVideos
9. Movies

ii. Real Estate

- a.) Purchase products in home, and commercial property video showcases.
- b.) View technical specs (price, specifications, delivery options . . .etc.) of products in commercial and residential RealEstate; with the option to ClickVideoShop™.

iii. Digital Auctions / Market Places

- a.) Facilitate the bidding, technical display, and purchase of products in ClickVideoBays™.

APP18 & REC1

iv. Auto Industry

- a.) Facilitate the purchase of car products/accessories and cars by the technical display of cars and accessories through product performance videos.

v. Corporate Applications

a.) Video Conferencing/Auctions, Meetings . . .etc.

1. Real time processing
2. Allows colleagues or meeting members participating in the videoconference (auction, corporate meeting . . .etc.) to click on objects or areas in the video and have an automatic message or user direct message communicated in a multicast communication system. The software does this by registering the entire video area, or certain sections (ex: left quadrant of video which is correlated to product specs) as a Hot Spot.

Note: Hot Spots should be designed to link to presentations, diagrams, charts, or schedules. These Hot Spots are defined (made to “point” to the relative information like charts, schedules, or diagrams) when the user is making the presentation.

When any meeting participant clicks in the area (Hot Spot definition) it tells or communicates to each meeting member; who clicked, what area of concern they had an inquiry about, and the actual inquiry (inquiry can be visual text, voice, video or a combination of them all.)

Services Related to Website

Services

- **Digital Lockers**--allows members to search the interactive entertainment database for their favorite selections and save them in their own personalized and private digital space. Users can chose to store & organize video entertainment, entertainment news past & present, and personal notes.
- **Video Time Capsules**--offers users special video compilations of their favorite era in time.

- **Video Biographies**--offers users special video compilations of their favorite athletes, artists, and entertainers.
- **Post-It-Corners**--gives users, with aspirations to be in the entertainment industry, the creative outlet to "Post-It!" (music singles, video scenes from aspiring Big Screen movie makers, & Video Biographies from hopeful supermodels). This service will provide the global community with a grab-bag of quality, filtered, and a vivid source for entertainment.
- **Now-&-Then Entertainment News**--gives users a searchable database of video footage, and text information that documents entertainment news of the past and present. This service will span a variety of entertainment categories under the COOLTvNetwork, focusing on the event and the relevant artist, athletes, and entertainers.
- **CLICKVideoShopping**--presents proprietary CLICKVideo technology to net-surfers and allows them to place the actual video files in Entertain, CLICKVideoShop, or Link mode. These particular modes will allow the user to click on video objects, open other relative videos (Video Biographies, Prospective athlete footage, Video Time Capsules. . .etc.), add objects to a digital shopping cart, or link to the object's manufacturer website.
- **Talk Back!**--gives consumers the opportunity to voice their opinion in the "Critique Corner." This service will be a useful resource to many fronts; whether it be utilizing the authentic criticism to effectively tailor our site to our consumers, or allocating the comments as a resource for market research & consumer analysis. This service will provide the necessary feedback for a consumer conscious evolving website.

SOURCING

Picture surfing @ COOLPlaysoftheDay.com, and reminiscing on game 6 of the Chicago Bulls vs. Utah Jazz play-off. With Chicago trailing by three points, Michael Jordan scores on a drive, strips the ball from Karl Malone, and buries the game-winning shot with 5.2 seconds to go. What if you had the opportunity to click on the Nike or Chicago Bulls logo, pause the video, and link to their respective websites, or click on Michael Jordan's sneakers, and add it to your digital shopping cart, while caught in the awe of The Legend himself. COOLTvNetwork.com will give corporate clients this interactive advertising and marketing edge; an edge that will provide deeper consumer psychological tagging, and more profound product recognition. It will provide the long sought after Buchanan moment, a seducible moment, for consumers via the Internet.

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Technology

COOLTvNetwork has dedicated it's efforts and resources to creatively pushing the envelope of technology. Our team has partnered with Exodus Communications, a premier Managed Monitoring Service provider, to obtain cutting edge bandwidth capabilities, hardware, and real-time monitoring.

Our progressive company has meshed innovative ideas with products, services, and marketing phrases that will distinguish COOLTvNetwork.com from it's competition. We are in the process of acquiring trademarks on our products along with the corresponding patents.

Our products & services will make entertainment interactive, centralized, customizable, and on demand. The COOLTvNetwork team is continually generating ideas that will keep us ahead of any spin-off companies that may try to imitate us.

MARKET SEGMENTATION/TARGET MARKET SEGMENT STRATEGY

Americans' total spending on entertainment will increase almost 36 % in the next five years, according to projections from Equifax National Decision Systems in San Diego, California. Through Net-interactivity COOLTvNetwork.com has carved out a niche in this growing entertainment market. Our company, in its premier showing has focused on launching an entertainment bundle, that will rejuvenate four lucrative facets of entertainment (sports, music, cartoons, & entertaining commercials). The COOLTvNetwork will present cutting edge technology, interactive customizable entertainment, e-tailing, and live-person customer service. Our aim is to expand the entertainment market by understanding and harnessing the digital revolution, promoting Net-purchases, & sponsoring local, national, and international entertainment variety.

According to Cambridge based on Technology Corp., @ least 72 % of the companies it surveyed reported their employees were frequently accessing sports sites followed by music sites and those involving television, radio or movies. In today's society where being "connected" is a must, our team will engender change by being "eCOOL!" and fostering consumer loyalty by utilizing five integral ebusiness components:

1. Entertainment Value
2. Authenticity and Technology Saavy

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Appn: 09/877,729 (Wakefield) GHU 2174

3. Planned and Spontaneous Entertainment Purchases

4. Fan Bonding (or the ease that fans and consumers can identify with the company)

5. Customer Satisfaction

Our target markets are the Internet Kids, Generation Y, Generation X, and the Baby Boomers. At COOLTvNetwork.com the consumers in these markets will have the opportunity to dive into a deep reservoir of colorful focused entertainment, tailored to diversity. Our team will effectively reach our target market through a series of product tie-ins, school promotions, and national radio/magazine ads.

For example, COOLTvNetwork.com will merge "the top two teen habits [which] are buying clothes and going to the movies," (Keith Snelgrove, MGM's senior vice president of worldwide promotions) to penetrate the trendsetting teen market.

The youngest adults are avid surfers because they grew up with fast-paced programming like "Sesame Street" and MTV. "Younger people are looking for increased stimulation when watching television," says Rajeev Batra, associate professor of marketing @ The University of Michigan. COOLTvnetwork will satisfy the hunger for interactive entertainment, providing "Now & Then" Video Entertainment News, CLICKVideoShopping, Customizable Entertainment, Video Time Capsules of artists/athletes and "Digital Lockers" to all our consumer markets.

MARKET NEEDS

The Evolution of the Internet is nontraditional and liquid in form. It has proven to be the chancellor of change, on many fronts, penetrating markets that have been bullied for many years by the corporate "big boys," like music, books, and travel. As codecs decipher the bandwidth bottleneck, we will see the Internet continue to evolve by engendering change on the entertainment frontier. "With significant broadband penetration into U.S. homes at least three to five years away," (The Standard 3/27/00) it is imperative that astute visionaries effectively position themselves to leverage a market estimated at 100 billion. COOLTVNetwork is structured like a cable network and will feature a broad variety of "COOL" channels, with shows on subjects ranging from Sports to Soap Operas. Our team will get content by leveraging CLICKVIDEOSHOP (TM), The Next Generation Interactive Software, as a revenue generator, and a facilitator of stronger consumer psychological tagging for content providers & their client product-tiens. To consumers our "COOL" Network will offer on demand, interactive, customizable entertainment diversity with a touch of technology saavy. COOLTVNetwork.com will thus cater to entertainment producers, their client companies (because of proliferated product-tiens), and will provide our network with an effective barrier for entry, an overhead reducer, and a "consumer retainer."

RECENT NEWS

What happened?

Earlier today, five major Hollywood studios announced plans to distribute movies on demand over the Internet.

Why is this significant?

There are three reasons why this is important.

First, it is over the Internet. While the studios have previously focused their video-on-demand efforts in the cable TV and satellite TV sectors, this is the first time for a big move into Internet distribution. There are two basic reasons for this.

1. The studios want to insure that some sort of copy protection scheme is used when the videos are distributed. To date, the vast majority of the cable operators in the United States have not activated the copy protection circuits that are already installed in the digital set-top boxes.



Consumer Information Center

Phone Number: 888-225-5322

Fax Number: 717-338-2694

Total Pages : 7

Please Deliver to:

Name:	franz
FaxNo:	9,1-954-704-0941
Company:	
Phone Number:	954-441-5848

Message:

This fax is being sent in response to
request number: 02539863. Sent by TSR37
**Please DO NOT fax anything in return.

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APP18 & REC2

Digital Television Consumer Information
November 1998

The arrival of digital television ("DTV") this fall promises to be one of the most significant developments in television technology since the advent of color television in the 1950's. DTV has the capability to provide clearer and sharper, cinema-like pictures as well as multi-channel, CD-quality sound. It can provide new uses such as multiple video programs or other services on a single television channel, including data services. The use of DTV technology will also allow television to enter the digital world of the personal computer and the Internet.

As with any major technology change, it will be important for consumers to understand the capabilities of new equipment in order to make purchase decisions. The new digital television sets will have many new features and technical characteristics that will vary somewhat between different models and manufacturers. In addition, special features may be needed when using DTV sets to receive programs from cable, direct satellite, or other video service providers.

This bulletin has been prepared to provide consumers with information on the new DTV technology, its upcoming deployment, and the capabilities and features that are expected to be available in the new DTV sets. We will release periodic updates to this bulletin to help consumers keep up with digital television developments such as improvements in the compatibility between the digital programming and equipment used by broadcasters and cable operators.

1. Why change today's TV system to DTV?

Today's television system has served the American public well for almost three generations. Over the years, additional features and functions, such as color, stereo sound, remote control, cable channels, closed captioning, and parental control features were developed. Even with these improvements, TV sets became less expensive and more affordable.

However, today's television system is now showing its age. A transition to digital is occurring in all media technologies. Direct broadcast satellite providers, for example, have offered digital service since their inception. In contrast, the shortcomings of the 50-year-old analog technology used by broadcasters -- such as limited resolution and color rendition as well as problems with "ghosts" and interference from other radio sources -- have become increasingly apparent as consumer TV sets have become larger and more technologically advanced.

Therefore, at the request of the television broadcast industry, the FCC sponsored an effort to investigate the possibility of significantly improving the technical quality of today's television system.

More than 10 years ago, scientists and engineers in the broadcast, cable, and consumer electronics industries and in government worked on the development of this new television system. Many different approaches were developed and tested. Today's DTV system represents the culmination of this work. DTV eventually will replace today's analog television service. After a transition period that allows stations to construct DTV transmission facilities and consumers gradually to replace their TV sets, broadcasts

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★ ★ ★

Appn: 09/877,729 (WAKEFIELD) GAU 2/74

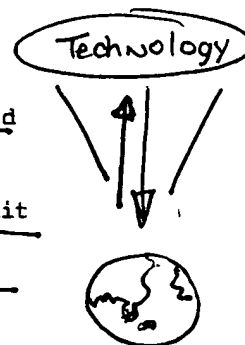
using the existing analog television system will cease and all over-the-air broadcast television service will be provided with the new DTV system.

2. What is DTV?

★ DTV is a new "over-the-air" digital television system that will be used by the nearly 1600 local broadcast television stations in the United States. The DTV standard is based on the Advanced Television System Committee (ATSC) standard A/53. (For more details on this standard, you can also visit the ATSC web site at <http://www.atsc.org/>.)

★ The DTV standard is a very flexible television system that will allow broadcasters to provide new and higher quality services. First, DTV will permit transmission of television programming in new wide screen, high resolution formats known as high definition television (HDTV). In addition, the new DTV television system allows transmissions in standard definition television (SDTV) formats that provide picture resolution similar to existing television service. Both the HDTV and SDTV formats will have significantly better color rendition than the existing analog television system. The DTV system also will allow broadcasters to transmit multiple programs simultaneously using a single television channel. TV stations will, depending on the type and source of programming, be able to transmit multiple SDTV programs or in some cases two HDTV programs. DTV also will provide improved audio quality, similar to that of compact discs, with up to five channels of sound per program.

★ The new system will also support delivery of digital data services simultaneously with television and audio programming. Using this data transmission capability, it will be possible for broadcast stations to send publications (such as a local "electronic newspaper"), program schedules, computer software, information requested about specific products, or virtually any other type of information, at the same time that they transmit regular television programming. The DTV system also provides the flexibility to support the introduction of new services in the future, as technology and viewer interests continue to develop.



3. How does DTV provide these improvements?

With DTV, television pictures, sound, and new data services will be transmitted digitally, rather than as an analog signal. The increased capabilities and new services of DTV are made possible through the use of digital compression techniques that allow more information to be transmitted in the same amount of spectrum used by an existing television channel. The data rate of the DTV signal in the 6 MHz broadcast television channel is 19.44 Mbps. This compares with data rates of today's telephone modems of between approximately 28 and 56 Kbps.

4. How will DTV be provided by broadcasters during the transition?

★★★ Television stations will operate two channels during the transition: an existing analog channel as well as a new DTV channel. The analog channel will allow consumers to continue to use their current TV sets to receive traditional analog programming during the transition. The DTV channel will allow consumers to receive new and improved services with new DTV sets or with special converter boxes that will allow some DTV programs and services to be viewed on existing analog sets. Roughly 1/2 of the nation's households should be able to receive DTV service by the end of 1999, and everyone else will have access by 2002 (more information on this schedule is provided below). At the end of the transition -- which is currently scheduled for 2006 -- stations will relinquish one of their two channels as they cease

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7/24/02

★★★

analog service and make the change to all-DTV service. The transition schedule is subject to periodic review by the FCC and can be extended beyond 2006 if certain conditions relating to the number of consumers who can receive DTV signals are not met.

5. When will broadcasters begin providing DTV service?

Local broadcasters will be initiating DTV service at different times. A station may begin DTV service as soon as it has received its FCC permit and is ready with equipment and other necessary preparations. The FCC has established a schedule by which broadcasters must begin DTV service (absent extenuating circumstances that may affect individual stations). This schedule requires that stations affiliated with the top four networks (ABC, CBS, FOX, and NBC) in the 10 largest markets begin service by May 1, 1999. Stations affiliated with these networks in markets 11-30 must begin service by November 1, 1999. All commercial stations must begin DTV service by May 1, 2002, and all noncommercial educational stations must start by May 1, 2003. More than 100 stations are on the air now with DTV service.

6. Will DTV operate for the same hours and reach as far as existing local TV service?

TV stations generally will be required to operate their DTV service on the same schedule as their existing service. Most stations' DTV service will reach at least as far as their existing service. However, some stations may operate initially with lower power transmitters, which may cause DTV service in these individual cases to not reach as far as existing TV coverage. You can contact your local TV station to see if its DTV service will be available where you live. Specifically, you may want to ask your local broadcaster whether its DTV signal is strong enough to cover its entire analog service area. If it is not, you may want to ask your broadcaster whether your neighborhood is within the station's initial DTV coverage area and when the broadcaster plans to extend its DTV signal coverage.

7. Do I need a new TV set to receive DTV?

In general, to enjoy the full benefits of DTV such as wide screen, higher resolution pictures you will need to purchase a new DTV set. Existing television sets will not be able to display DTV signals. However, it is expected that less expensive converter boxes will be available that will allow you to watch DTV programming in standard definition format on an existing TV set. These boxes will receive DTV signals and convert them to the transmission system used by existing TV sets. The pictures received through these converter boxes should be clear of the "ghosts," and other interference that are characteristic of today's analog TV service in some areas. These converter boxes also will allow any new DTV programs (i.e., programs that are not also available via traditional analog service during the transition) to be displayed on existing TV sets. However, because most existing TV sets were not designed to display high resolution pictures, converter boxes will not be able to provide the higher HDTV picture quality that will be available on new DTV sets. Also, it is possible that some new DTV sets may be marketed that will not be able to display all DTV formats. For example, some DTV sets may not be able to display HDTV signals at their full resolution potential or some sets may not have the new wider screen size. Consumers should be aware of these format differences in selecting DTV sets and should ask electronics retailers to fully explain the capabilities of new DTV equipment.

8. Will the new DTV sets be expensive?

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Just as color sets were expensive when they were first introduced in the mid-1950's, the new DTV sets will be expensive at first. However, manufacturers have indicated that they expect prices to fall over time. As noted above, consumers also will have the option of obtaining a converter box that adapts an existing set to digital service. The price of these boxes is expected to drop significantly during the transition to full DTV service.

9. Do I need an outside antenna to receive DTV? Is the antenna I use for existing TV reception good enough?

DTV is intended to work with an outside TV antenna (as is today's analog TV service). If you have an outside antenna and it provides acceptable TV reception now on UHF channels (i.e., channels 14-69), it should also work for DTV. Also, if your indoor antenna is capable of receiving UHF television service now, you may also be able to receive DTV service with that antenna. Indoor DTV reception is affected by a number of factors that vary depending on local conditions. Many retailers carrying DTV equipment have information about local reception conditions. In addition, some retailers are providing technical assistance to customers currently purchasing DTV equipment, including in some cases visits to the home to assist with reception issues. You may want to advise your retailer whether you plan to use an indoor or outdoor antenna and ask whether technical assistance is available.

10. Will I be able to receive existing TV programming on my DTV set?

Yes, digital television sets available during the transition will be fully compatible with traditional analog TV programming. These new digital sets will have the capability to receive new DTV programming and will also be able to receive all the programming you receive today on your traditional set. This means that new DTV sets will be able to display all of the programming available today from broadcasters, cable operators, satellite TV services, other video service providers, and pre-recorded sources. So if you buy a new digital set, you will not lose the ability to get any of the programs you now receive on your current set. You should know, however, that depending on your cable operator's plans for carrying DTV signals (see below), you may need an antenna to receive broadcast DTV programming. To watch both antenna-received programming as well as programming from other sources such as cable or satellite, you may need extra equipment (such as an input selector or "A/B" switch).

11. Will cable systems carry local DTV signals?

The FCC does not currently require cable systems to carry DTV signals. The FCC is, however, considering whether to impose such requirements. Nevertheless, some cable operators have indicated that they may carry the DTV programming of local broadcast stations. If these signals are carried in their original DTV format, no additional equipment will be needed to receive them on DTV sets. Some cable systems may, however, convert DTV programming to different digital formats and/or may carry DTV signals at lower resolutions than the original broadcast signal. In such cases, special cable "set-top" boxes may be needed to receive DTV. Consumers should consult with their local cable operator about its plans for providing the DTV programming of local television stations. Because cable operator plans vary from market to market, consumers seeking additional information may want to pose the following questions to local cable providers:

- * Will your cable system carry local digital broadcast channels when they become available in this market?

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- * Can I buy the new cable x from a retail outlet, or must it be provided by the cable company?
- * If I need a new cable box, how will it affect the features of my new DTV set? For example, will I be able to use picture-in-picture features?
Can I use the on-screen program guide that is included in my new DTV set?

12. Some cable systems are offering digital services. Does this mean that these cable systems will provide DTV signals just like broadcasters?

Not necessarily. Many cable systems are now offering digital service. However, these digital systems generally are intended to allow cable systems to provide more channels and other services, such as access to the Internet. Special digital set-top boxes are needed to convert digital cable signals for display on existing TVs. Also, cable systems use different digital standards than the DTV standard used by broadcasters and current DTV sets, so digital cable services currently cannot be directly received by DTV sets. Therefore, just as is the case with many existing TVs, a special digital set-top box will be needed to receive digital cable services on a new DTV set. Consumers should be aware that there may be additional charges for digital cable services and that special set-top boxes are needed to receive them. The FCC, with encouragement of the cable industry and consumer electronics manufacturers are working together to try to develop standards to facilitate compatibility between DTV sets and digital cable service. This eventually may permit DTV sets to receive cable service (including digital service) without the need for special converter boxes.

13. Will there be any HDTV cable programming available?

Yes. Some cable programmers are now offering high definition versions of "premium" content such as movies and live sporting events and a few cable systems are carrying that programming. If you are considering the purchase of a DTV set, you should know that you initially may not be able to receive premium cable channels in high definition formats because copyright agreements have not been completed. Specifically, certain kinds of premium content generally may not be available in HDTV formats until methods for preventing the making of unauthorized copies become finalized. Work on these "copy protection" solutions is underway but is not yet complete. You therefore may wish to ask your local cable operator to describe its plans for offering high definition cable channels. Specific questions you may want to ask include:

- * Is your cable system planning to offer any digital cable programming?
If so, what programming will be in HDTV formats?
- * Will my new DTV set be able to receive HDTV cable programming when it becomes available?
- * If not, can my new DTV set be upgraded with new capabilities or special equipment to receive HDTV cable programming when it become available?

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14. Will I be able to receive satellite TV services, including new HDTV programming, on my DTV set?

Yes. Several satellite TV program providers (generally the same as those providing HDTV programming for cable systems) are now supplying plans to supply, high definition digital programming to DTV sets. New set-top satellite receivers and slightly larger dishes generally are needed to receive this programming. You may wish to ask your satellite TV provider about its plans for providing DTV programming, including any plans for providing high definition programming.

15. Where can I get more information about any of these questions and issues?

For more information on these topics, you can e-mail questions to the FCC's Office of Engineering and Technology at oetinfo@fcc.gov. Also, as discussed above, you should contact your local television station, cable provider, satellite service provider, and consumer electronics retailer to learn more about specific issues. The FCC also will provide additional consumer bulletins in the future to keep consumers informed as the DTV transition progresses.

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Samsung puts hard drive in a mobile

Graeme Wearden

ZDNet UK

September 07, 2004, 09:35 BST

Tell us your
opinion

The 'world's first' mobile phone with a built-in hard drive has been unveiled. Would it push the iPod out of your pocket?

The convergence of mobile phones and other portable devices shuffled another step forward on Monday when Samsung launched a handset that contained a 1.5GB hard drive with a one-inch diameter.

Samsung has claimed that the SPH-V5400, which was launched in Japan, is the first mobile phone to include a hard drive. Users will be able to store a wide range of different media types on it, including digital music files and photos.

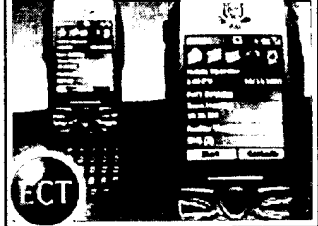
With an estimated retail price of \$800, according to the *IDG News Service*, the SPG-V5400 is a relatively expensive way of buying storage capacity.

But as the device will be able to store over 350 MP3s recorded at 128 bits per second, it could serve as a passable substitute to an iPod -- if there was also music-playing software on the phone, that is.

The SPG-V5400 also has two LCD screens -- a main screen of 320 by 240 pixels, and a secondary screen of 128 by 128. Over recent years the tech industry has been debating whether mobile phones or PDAs would end up dominating the handheld computer sector. The battle appeared to have swung in favour of the new range of smartphones that have been hitting the market, but manufacturers have been struggling to squeeze enough memory into the handsets. Hard drive manufacturers are constantly competing to squeeze more capacity into the same form factor -- last month, Toshiba announced it had created a 1.8-inch drive with a capacity of 60GB. There is also a big push to create smaller drives, below the one-inch mark, at a price that's viable for commercial deployment.

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Video Coming to Mobile Phones

By Mike Langberg
06/28/04 12:15 PM PT

In the United States, video messaging got started in March 2003 with T-Mobile. The company now offers two phones capable of shooting 10-second video clips: the Nokia 3660 at \$149 and the Nokia 6600 at \$299, both prices requiring a one-year contract.

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Older PCs may be more vulnerable to viruses. Don't get caught with your guard down. Upgrade to a new HP Business Desktop dc 5000 featuring the Intel® Pentium® 4 Processor with HT Technology today. And see how HP client management software can protect your IT environment. [Get upgrade information today.](#)

"In the future, everybody will be famous for 15 minutes," goes the legendary quote from 1960s artist and self-promoter Andy Warhol.

We're now living in the future, and it seems everybody will indeed get to be on camera for 15 seconds, if not 15 minutes, thanks to a new generation of mobile phones that shoot short video clips as well as take still pictures.

By year-end, the five biggest wireless carriers -- [AT&T](#) (NYSE: T) [Q](#)Wireless, [Cingular](#) [Q](#)Wireless, [Sprint PCS](#) (NYSE: PCS) [Q](#), [T-Mobile](#) [Q](#) and Verizon Wireless -- will all offer video recording and messaging.

Yes, this is scary in a way. We're just figuring out that tiny phones can snap unwelcome pictures in locker rooms, and suddenly we've also got to also worry about being surreptitiously captured in full-motion video and sound.

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(Wakefield)

AppN: 09/877,729

I've just finished testing what Sprint PCS calls "video mail" with a Samsung QVM-A680 phone and I'm going to deliver a split decision.

On the one hand, the quality of current mobile phone video is terrible. Motion is jerky and blurry, colors are faded and the image is tiny. Sprint PCS also charges too much -- \$5 a month -- for the privilege of transmitting the video clips.

On the other hand, making short videos is a hoot, despite the privacy risks. I shot an 11-second masterpiece of my 3-year-old daughter Sara, who's just starting to remember entire songs, finishing up "Row, Row Your Boat" with the line, "Life is but a stream."

Either way, whatever I think probably doesn't matter much. Any mobile phone with a still camera can be redesigned to also shoot video, just by adding a little bit more software, processing power and memory. And almost all mobile phones are likely to have cameras within a year or two.

Beyond Voice

Wireless carriers also are eager to find new ways to make money beyond voice calls, so you can expect them to push hard on video messaging.

In the United States, video messaging got started in March 2003 with T-Mobile. The company now offers two phones capable of shooting 10-second video clips: the Nokia (NYSE: NOK) Q3660 at \$149 and the Nokia 6600 at \$299, both prices requiring a one-year contract. For \$2.99 a month, subscribers can send 20 video messages a month by e-mail or to other T-Mobile customers who have phones capable of playing video. Additional messages are 10 cents each. Subscribers can also send messages for 25 cents each with no upfront monthly fee.

Sprint PCS came next in December and now offers three video models: the Sanyo VM4500 at \$199, the Toshiba VM4050 at \$179 and the Samsung VM-A680 at \$149, all prices with a two-year contract. To send video clips, which can't exceed 15 seconds, requires subscribing to the Sprint PCS Vision wireless Internet service for \$15 a month and paying an additional \$5 a month for unlimited video mail.

AT&T Wireless (NYSE: AWE), which has agreed to be acquired by Cingular Wireless later this year, is quietly offering video recording on one model: the Nokia 6820 at \$199 with a two-year contract. Sending video clips, which can be as long as 60 seconds, costs 40 cents per message. Oddly, AT&T doesn't mention video messaging on its Web site or in any of its sales literature. You apparently have to discover on your own that you can send video messages in the same way as still picture messages.

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Verizon and Cingular

Verizon Wireless and Cingular Wireless both say they will offer video messaging no later than fall.

Because few people have phones capable of playing video clips, the most obvious way to share what you shoot -- other than having everyone cluster around a tiny cell-phone screen -- is e-mail.

In my test with Sprint PCS, uploading a 15-second video clip to send as e-mail took from 20 to 40 seconds. Messages I sent to myself arrived in my e-mail inbox almost instantly.

The e-mails showed a still frame from the clip and invited me to click a "Play Video" link. Clicking the link opened a pop-up window, and the clip played inside a tiny window within the pop-up.

There's also an option to download the clip to your computer. For reasons I don't understand, the downloads are "zipped," so you have take the extra and very annoying step of unzipping them. What you get are files in the ".mov" format used by Apple's (Nasdaq: AAPL) free QuickTime player. Clips running the full 15 seconds are just under 300 kilobytes in size, small enough to easily share.

Video-Messaging Picture

As I said above, the video quality is minimal. Any fast action dissolves into a blur, and colors look washed out. But the audio in my clips was strong and mostly in sync with the video. The Samsung VM-A680 even includes a movie light for illuminating dark scenes, although it's so weak as to be almost useless.

A Samsung representative couldn't tell me how much video the phone would hold. It has 3 megabytes of internal memory. If devoted entirely to video, that might hold between one and two dozen clips.

The video-messaging picture should improve dramatically in the next few years, if you'll pardon the obvious pun.

Camera phones will get more resolution, so playback will look better on computers, and phones could also get tiny internal hard drives to store at least several hours of video. High-speed wireless data networks will make it practical to share bigger video clips.

For now, I'd only recommend trying mobile phone video if you start with diminished expectations. If you're not looking for high quality, you're less likely to be disappointed.

I also think it's unlikely most people would use the feature enough to justify Sprint's (NYSE: FON) insistence on collecting \$5 a month. The pay-per-message approach at T-Mobile and AT&T Wireless seems much more consumer-friendly. **ECT**

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Video Recorder

Your Nokia 6600 phone is equipped to film digital videos approximately 10 seconds in length. These video clips may be sent to other T-Mobile video capable phones or to any e-mail address. Please note that an e-mail recipient may need to download the Nokia Multimedia Player from www.nokia.com/support/phones/6600 to play the video.

Tips


- Recorded video clips are in the H.263 format, which result in a file that has the extension .3gp.
- You can record videos up to 95 KB in size or approximately 10 seconds long.
- The video recorder saves the video clip to either the phone's memory or to the memory card.
- A recording timer is displayed in the upper right corner of the screen.
- Press the joystick up to zoom in on your subject before or during recording. Press the joystick down to zoom out again.

Filming and saving videos

1. Press the **Menu** key  on the phone to open the main menu. Scroll to the **Video Recorder** and then press the joystick to open the recorder.
2. Once an image is displayed on the screen, press the joystick to start recording.
3. Use the left soft key to select **Pause** if wanted. Select **Stop** with the right soft key to quit recording and save the video clip to **Gallery > Video Clips**.


Playing video clips

Immediately after recording a video clip, use the left soft key to select **Options**, scroll to **Play** and then press the joystick. The video clip will be replayed using the Real One Player™.

To view a saved video clip, press the **Menu** key  on the phone to access the main menu. Scroll to **Gallery > Video Clips** and press the joystick. Scroll to the desired image and then press the joystick to select it.


Sending a video via Multimedia Messaging Service (MMS)

1. After recording the video, select **Options** by pressing the joystick.

NOTE: To send a saved video clip, press the **Menu** key  on the phone to open the main menu. Scroll to **Gallery** and then press the joystick. Scroll to the **Video Clips** folder and press the joystick. Scroll to the desired clip and then press the joystick to select it.

2. Scroll to **Send** and then press the joystick.
3. Scroll to **Via multimedia** and press the joystick.
4. Enter the recipient's phone number or the e-mail address in the To: field.

5. Scroll down and enter your message to include with the video clip.

TIP: To change text input mode, press the **Pencil** key  on the phone to switch between alpha mode to enter e-mail addresses and numeric mode to enter numbers. To enter a period, press the number 1 key. To enter the dash and the @ symbol, press the *+ key on the phone to access a table of symbols.


6. Use the left soft key to select **Options** > **Send** to send the message.

TIP: You can use the left soft key to select **Options** and then scroll to the desired menu item to: add recipients, insert sounds, video clips, and objects; or remove the picture; and preview the message before sending.

Sending videos via Bluetooth

Your Nokia 6600 phone is equipped with Bluetooth technology and is capable of sending pictures to another Bluetooth equipped device. To send a picture via Bluetooth:

1. After taking the picture, select **Options** by pressing the joystick.


NOTE: To send a saved video clip, press the **Menu** key  on the phone to open the main menu. Scroll to **Gallery** and then press the joystick. Scroll to the **Video Clips** folder and press the joystick. Scroll to the desired clip and then press the joystick to select it.

2. Scroll to **Send** and then press the joystick.
3. Scroll to **Via Bluetooth** and press the joystick. Select **Yes** if you are prompted to turn on Bluetooth. The phone then searches for other Bluetooth devices that are currently activated and displays a list of available devices.
4. Scroll to the desired device that you want to send the message to and then press the joystick.

Sending videos via Infrared

Your Nokia 6600 phone is equipped with infrared technology and is capable of sending pictures to another Infrared equipped device. To send a picture via infrared:

1. After taking the picture, select **Options** by pressing the joystick.

NOTE: To send a saved video clip, press the **Menu** key  on the phone to open the main menu. Scroll to **Gallery** and then press the joystick. Scroll to the **Video Clips** folder and press the joystick. Scroll to the desired clip and then press the joystick to select it.

2. Scroll to **Send** and then press the joystick.
3. Scroll to **Via infrared** and press the joystick. The phone then connects to infrared.

TIP: To send messages via infrared, the recipient's device (computer or phone) must have infrared activated prior to attempting to send the clip. Also, your phone must be in the line of sight of the recipient's infrared port in order to send.


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Sending videos via e-mail

You can send video clips to e-mail addresses. When you send a video clip to a computer, the recipient receives an e-mail on the computer with the video clip as an attachment. In order for the recipient to view the video clip, he/she must go to <http://www.nokia.com/support/phones/6600> and download the free Nokia Multimedia Player. Once the recipient downloads and installs the Nokia Multimedia Player, he/she can double click the video file attachment to view.

To send a video clip from the Nokia 6600 to an e-mail address:

1. After recording a video, select **Options > Send** and then select **Via e-mail**.

TIP: To send a saved video clip, press the **Menu** key  on the phone to access the main menu. Scroll to **Gallery** and press the joystick. Then scroll to the **Video clips** folder and press the joystick. Scroll to the desired clip and press the joystick to select it.

2. Enter a valid e-mail address into the **To:** textbox. Scroll down and include any subject or body text desired.
3. Using the left soft key, select **Options > Send** to send the message.



Nokia 6600

- » Filming and saving videos
- » Playing video clips
- » Sending a video via Multimedia Messaging Service (MMS)
- » Sending videos via Bluetooth
- » Sending videos via Infrared
- » Sending videos via e-mail

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(WAKEFIELD)

Appn: 09/877,729

Vodafone live!

Vodafone live! is an easy-to-use consumer service, bringing customers a world of colour, sound and pictures. Vodafone live! enables customers to use picture messaging, download polyphonic ringtones and colour games, and browse branded infotainment from integrated camera phones, through an easy to use icon-driven menu.

Customers, in the 16 countries where Vodafone live! has launched, can access world leading exclusive content from the world's leading entertainment brands including UEFA Champions League, Tomb Raider, Sony Pictures, The Simpsons and Ferrari.

The continued success of Vodafone live! has been recognised with a number of industry awards including Best Consumer Wireless Application or Service at the 2003 GSM Association Awards, and, most recently Best New Service at the World Communications Awards and Best Network Service at the Mobile Choice Consumer Awards.



Vodafone live! with 3G

On 4 May 2004 Vodafone announced the introduction of 'Vodafone live!™ with 3G' for consumers in Europe.

Vodafone live!, the industry-leading, multi-media consumer service, will be enhanced by 3G technology in a series of phases. This will bring consumers improved quality, sound, pictures and videos, as well as increased speed when downloading games and ringtones. They will also be able to access a select range of new services such as video calling, video downloads (sport, news, music and general entertainment) and the streaming of live events to their handset, as well as existing services such as video messaging.

Vodafone is the first mobile operator to bring 3G technology to both business and consumer markets **across a number of European countries.** For the consumer market, initially this will be on two new handsets - the Samsung Z105 shortly followed by the Sony Ericsson Z1010.

Vodafone live! with 3G will be enhanced later this year, when there will be a wider selection of handsets available, together with an even more extensive range of content.

Peter Bamford, Chief Marketing Officer, said:

"Today's announcement is another important stage in Vodafone's 3G journey and follows the successful European launch of our 3G Vodafone Mobile Connect Card for business customers.

"Extensive consumer trials of Vodafone live! with 3G indicate that early adopters are keen to try this technology and so we are giving them a taste of it prior to the full launch of enhanced services later in the year.

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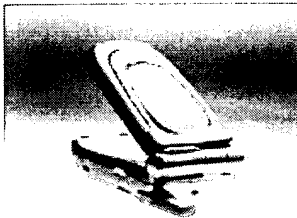
4 May 2004
Vodafone Group

Vodafone introduces Vodafone live!™ enhanced with 3G in Europe

Vodafone announces today the introduction of "Vodafone live!™ with 3G" for consumers in Europe.

Vodafone live!™, the industry-leading, multi-media consumer service, will be enhanced by 3G technology in a series of phases. This will bring consumers improved quality, sound, pictures and videos, as well as increased speed when downloading games and ringtones. They will also be able to access a select range of new services such as video calling, video downloads (sport, news, music and general entertainment) and the streaming of live events to their handset, as well as existing services such as video messaging.

Vodafone is the first mobile operator to bring 3G technology to both business and consumer markets across a number of European countries. For the consumer market, initially this will be on two new handsets - the Samsung Z105 shortly followed by the Sony Ericsson Z1010.



From today, Vodafone live!™ with 3G is available on the Samsung Z105 handset in selected retail outlets in Germany and Portugal. Other countries will follow in the coming months.

Vodafone live!™ with 3G will be enhanced later this year, when there will be a wider selection of handsets available, together with an even more extensive range of content.

Peter Bamford, Chief Marketing Officer, said: "Today's announcement is another important stage in Vodafone's 3G journey and follows the successful European launch of our 3G Vodafone Mobile Connect Card for business customers.

"Extensive consumer trials of Vodafone live!™ with 3G indicate that early adopters are keen to try this technology and so we are giving them a taste of it prior to the full launch of enhanced services later in the year.

"Over the next year, Vodafone live!™ with 3G will open up a whole new world of communication and entertainment via the mobile phone. As well as texting and speaking to friends and family, consumers will be able to use their mobile phones in different ways, helping them enjoy richer communication, anywhere, any time."

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9 January 2004
Vodafone Germany

A mini cinema in your pocket: more video clip fun from Vodafone

Video clips now available for downloading
Less complex: fixed price, no connection charges
New: "Playboy Clips" – photo session with dream girls

The popularity of the mobile phone as a "pocket cinema" is growing by leaps and bounds, with more and more people using their handsets to find out the latest soccer scores, to keep up to date with news from all over the world, or simply to enjoy a cartoon film. Vodafone is introducing a number of innovations for video clip enthusiasts. Whereas in the past only users with streaming-enabled handsets could view the short films, a selection of videos can now be downloaded to the mobile phone from the Vodafone live! portal and then played back offline, with the result that this capability is extended to a much wider range of handsets. Moreover, all video clips are billed at a fixed price – and with no connection charges. There is also an exciting new addition to the video selection: "Playboy Clips", featuring playmates and dream girls pictured during a photo shoot.

All the standard categories of **video clips – News Clips, Bundesliga Clips, Cinema Clips, City Tour, Fun Clips, Music Clips, Comic Clips, Action Clips, Playboy Clips and Uefa Clips** – are still available for one-off downloading on to handsets with streaming capability. Users now have the option of downloading on to their mobiles a number of sequences from the categories **Comic Clips, Fun Clips, Action Clips and Playboy Clips**. Once stored, these videos can be played offline any number of times. They

. This provides a further means of access to the video clips in addition to headings such as "Sport" and "Entertainment".

Fixed prices for all video clips – and no connection charges

A new price model is also being introduced: all Vodafone video clips – whether "download" or "streaming" – are now available for a **fixed price, which has to be confirmed before they are retrieved. There are no connection charges**. As Jurgen von Kuczowski, Chairman of the Managing Board of Vodafone D2, points out: "This means greater clarity for the user – and often a much more attractive price, especially in the case of lengthy clips." A video clip for one-off viewing costs on average €0.99*, while the fee for downloading a video is usually €1.49. And there is now a clearer form of billing: previously, the costs for calling down a video clip were combined with

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24 July 2003

Vodafone Germany

Vodafone expands video and news clip offerings

New music clips every Thursday

Mr Bean, Werner and Baby Fred on mobile phone

dpa Top News now features daily summary

Introductory period extended to end of September

Vodafone is expanding its Vodafone live! offering with the addition of the video clip categories "MusicClips" and "ComicClips". Each week the user can view three new videos - in many cases a full day before these clips are premiered by MTV or Viva. Another boon for users: they can follow the exploits of popular cartoon figures on the display of their mobile phones.

The video offering in the Vodafone live! portal now ensures plenty of variety for music fans. Whether they prefer Avril Lavigne, Outlandish, Justin Timberlake or perhaps some other star, every Thursday from now on these fans will be able to view three new music clips - each up to one minute in length - from the Media Control Charts. Some of the clips will even be available for viewing one day before they are initially featured on the MTV or Viva TV channels. Plans are also being made for "themed" categories, such as pop, rock and dance, and for a "Top 3" section containing the clips with the highest download ratings.

The music stars are being joined by a number of comic heroes. The adventures of Mr Bean, Werner ("Full steam ahead!") and Baby Fred can now be followed on the screen of a mobile phone. At present 15 humorous clips from this category are available.

News clip offering increased

In collaboration with dpa-info.com, Vodafone has expanded its news clip service with the addition of interesting new functions. **The Vodafone live! portal now includes a daily news programme entitled "Top News", a 90-second summary of the latest events nationwide.** Certain news items are backed up by interviews and background information.

Video clips at a glance - in Vodafone live!

In order to view the video clips, the user requires a streaming-capable mobile telephone, such as the Nokia 3650, the Nokia 7650* or the SonyEricsson P800. **The Vodafone live! menu contains an overview of all the video clip categories available (under "New").** During the introductory phase, which has been extended to the end of September this year, users pay between € 0.20 and € 0.90 (depending on the data tariff) for

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GAU 2174 (WAKEFIELD)

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the volume of data transferred – usually around 100 KB per video. Thereafter, an "event price" will be charged for the video clips; this must be confirmed before the clip is downloaded.

* In the case of the Nokia 7650, a video player can be downloaded free of charge from the Vodafone live! portal. Up to now only "contracted" customers have been able to view the videos on their mobile phones.

25 June 2003
Vodafone K.K. (Japan)

J-PHONE movie Sha-mail users top 2 million

J-PHONE Co., Ltd. ("J-PHONE") announced that as of June 24, the number of subscribers to its video messaging service known as Movie Sha-mail passed the 2 million mark. J-PHONE reached this milestone approximately 7 months after exceeding 1 million users in November 2002 and 1 year and 3 months after first introducing the service in March 2002.

In June 2001, J-PHONE officially began promoting its picture messaging service called Sha-mail and since then many have embraced the service to enhance their communications. Responding to the needs of customers wishing to send video clips in addition to static pictures, J-PHONE then took the next step by introducing Movie Sha-mail. With both Sha-mail and Movie Sha-mail, users now have access to greatly enhanced methods of expression not possible with simple text messaging.

Like Sha-mail, Movie Sha-mail's success can be partly attributed to its ease-of-use. With a built-in mobile camera, a user can take a short video of up to 5 seconds with audio, attach the video to an e-mail called a "Super Mail" and then send it off. Receivers of the e-mail can then instantly open the file for playback.

Presently eight Movie Sha-mail-enabled handsets are available in the J-PHONE handset lineup. In May, J-PHONE introduced the world's first handset with an embedded megapixel CCD mobile camera, the J-SH53 by Sharp, which can send Movie Sha-mails of up to 10 seconds and is compatible with the MPEG-4 format.

On June 18, J-PHONE registered over 10 million Sha-mail users, which includes Movie Sha-mail users, and as of June 24 had a total of 1.006 Sha-mail subscribers in total.

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19 June 2003

Vodafone Netherlands

Vodafone customers watch the news on their mobile

A mini-cinema in your pocket! From today, Vodafone customers can view short video clips via Vodafone live! on their live! handsets. This includes the latest news broadcasts from NOS and RTL, as well as trailers for the latest movies and music clips. In the Video & Audio section of Vodafone live! a wide range of video fragments are available online, easy to use and in full colour. Vodafone is the first mobile provider in the Netherlands to offer this innovative video service.

Customers can easily find the video clips they are looking for by clicking on 'Download' in the Vodafone live! menu. They can choose from the categories News, Films, Music, Fun and Erotica. Content providers such as NOS for the latest news and SonyMusic for the latest music clips guarantee that Video & Audio offers Vodafone customers the latest news and top quality entertainment. Vodafone will continuously expand the range of Video & Audio content offered through Vodafone live!.

[REDACTED]. The only thing customers need to play the clips is a video player on their GPRS telephone. The latest Nokia 3650 handset is equipped with a media player. This handset has recently been added to the range offered for the Vodafone live! service. The Vodafone live! portal recognises the Nokia 3650 so that customers with that type of handset can simply click on the Video & Audio link under 'Download' . Later this year Vodafone will add new handsets with video capability to its range of Vodafone live! handsets.

The Matrix Reloaded

Both Vodafone live! customers with a subscription and iZi (prepaid) customers can use the Video & Audio service. A video fragment of around 30 seconds such as the latest trailer for The Matrix Reloaded, costs on average of 55 Eurocents.

With this innovative service Vodafone takes a first step on the road to offering moving images, 'streaming' on mobile handsets reaffirming its leading position in the **mobile market through its GPRS network**. Later, Vodafone will also provide customers with streaming services through its **UMTS network**.

Note for the editorial staff:

High-resolution images of the Video & Audio service on Vodafone live! are available free of rights via ANP press support.

12 May 2003

Vodafone Germany

With Vodafone live!, pictures on mobile phone screens are starting to move

Info and entertainment with moving pictures

Easy access via the Vodafone live! portal

Wide offering: news, football, cinema trailers or fun

A mini cinema in your jacket pocket: Vodafone D2 customers can now watch short video clips on their mobiles. Up-to-date news stories, trailers for the latest film or brief reports from the Bundesliga (German premier league): the video clips from various categories, which have an average length of 30 seconds, can be played online on your mobile via the Vodafone live! portal using video streaming. Vodafone D2 is the first mobile telecommunications operator in Germany to offer this innovative service.

Vodafone live! has become even more colourful and, more importantly, even more "mobile". To begin with, customers can find video clips in the categories News, Cinema, Sport and Fun by clicking on "Fun&Info" in the multimedia portal's menu. Customers can find all the video clips at a glance under "New" in the Vodafone live! portal. **Cooperations with content partners such as the Deutsche Presseagentur (German press agency/dpa) or Tomorrow Focus next media guarantee the topicality and quality of the news and entertainment offering, which is to be extended continuously. Thus, Vodafone is the first operator in the German market to offer online information and entertainment to mobile phones using video streaming. Dr. Michael Paetsch, Marketing Director at Vodafone D2, comments as follows: "Pictures on Vodafone mobiles are now starting to move – and the mobile experience that is Vodafone live! is becoming even more exciting."**

The only requirement for playing the video clips, which are transmitted to mobile phones via the streaming procedure, is a GPRS-compatible mobile with a video player: the Nokia 3650 handset has an integrated video player, and a video player can be downloaded for the Nokia 7650 on the Vodafone live! portal free of charge. Additional software or the activation of the service are not required.

During the introductory phase until the end of July 2003, customers only pay for the transmission of the data. Thus, the transmission, for example, of around 100 kilobytes for approximately 30 seconds of highlights of the

top game in the Bundesliga costs between € 0.20 and € 0.90 depending on the data tariff selected. As from August 1, 2003, an event price, which has to be confirmed before retrieving the film, will be charged for the video clips. Further information on the video clips and the corresponding handsets can be found on the Internet at www.vodafone.de.

29 October 2003
Vodafone Group

First anniversary for Vodafone live!

Vodafone Group Plc ("Vodafone") today announces that one year after the ground breaking Vodafone live! was launched, the service now has over three million customers. Launching in eight countries on 24 October 2002, Vodafone live! enabled customers for the first time to access a range of easy to use services including picture messaging, game and polyphonic ringtone downloads and a wide range of world leading branded infotainment, all accessed through an icon based, colour menu on integrated camera phones.

Vodafone has continued the rollout of Vodafone live! with a further five countries launching the service since the beginning of 2003. In Europe, Vodafone Germany now has over 1 million Vodafone live! customers, with over 710,000 in the UK and more than 430,000 in Italy.

Vodafone live! is now entering a new phase of its development, with Vodafone beginning to roll out the service under licence across its non-controlled markets. Today, SFR will commercially launch Vodafone live! in France as part of a wider co-operation with Vodafone on products and services, and Swisscom Mobile is scheduled to launch its version of the service later this year.

Customers, in the 13 countries where Vodafone live! has launched, can access world leading exclusive content from the world's leading entertainment brands including UEFA Champions League, Tomb Raider, Sony Pictures, The Simpsons and Ferrari. As a measure of this progress, between October 2002 and July 2003, Vodafone live! customers downloaded in excess of three million games and over ten million polyphonic ringtones.

The continued success of Vodafone live! has been recognised with a number of industry awards including Best Consumer Wireless Application or Service at the GSM Association Awards, and, most recently Best New Service at the World Communications Awards and Best Network Service at the Mobile Choice Consumer Awards. Arun Sarin, Chief Executive of Vodafone, said: "The launch of Vodafone live! has been the most successful launch of a new service in the history of this company. Vodafone live! is illustrative of the differentiation that Vodafone has created in the marketplace and has had a crucial impact on our competitive positioning. The service has been widely

21 July 2003
Vodafone Group

Acclaim and Vodafone sign exclusive mobile games deal

Acclaim Entertainment (International), a division of Acclaim Entertainment Inc, a worldwide interactive entertainment company and Vodafone, the world's largest mobile community, today announced an exclusive agreement to offer mobile game content in Vodafone countries through Vodafone live! based on Acclaim's forthcoming *Urban Freestyle Soccer* video game which premieres on Sony Playstation®, Microsoft Xbox™, Nintendo Gamecube™ and PC in October.

Entitled *Urban Freestyle* and available on Vodafone live! from the end of July, it will be the first ever mobile game to be available prior to the retail release of the console game. In addition Vodafone live! customers will be able to reveal cheat codes on their handset game that will unlock exclusive areas in the console game.

Under the agreement, *Urban Freestyle* will be available in 12 countries from the end of July 2003, prior to the game launch at the end of September 2003. The game is being developed to support a range of Vodafone live! handsets, including the Sharp GX10, Sharp GX10i, Sharp GX20, Nokia 7650 and Nokia 3650.

Urban Freestyle Soccer is the first urban arcade-style street soccer game of its kind to take the world's most popular sport back to its street roots with gang-style teams competing against their rivals for the right to be crowned King of the Streets. The mobile version of the game will focus on ball skills, pitting the player's dexterity and timing against the clock in *Urban Freestyle Soccer* arcade and challenge games. The player will be able to maximize their score through expert timing and also learn key combinations to perform the ultimate tricks. As the tricks increase in difficulty and reflex skills are put to the test, so the player's score increases.

Larry Sparks, VP Marketing International for Acclaim Entertainment said: "This is the very first time that Acclaim have distributed their gaming content via a mobile phone network and also the first time that a version of a video game has ever been available on a mobile phone prior to the retail release. I am thrilled to be working with Vodafone as our exclusive mobile partner on *Urban Freestyle Soccer* and I am confident there is huge potential in this